

PARAMOUNT INTERNATIONAL NEWS

1935

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Vol. 2

No. 1

Issue of

January First, 1935

The Price per issue is simply Loyalty
to Paramount's International Legion.

HIGHLIGHTS To Flick Your Fancy

Those teaser quips about what next month's issue has to promise.

The news that "Lives of a Bengal Lancer" will more than surpass your fondest expectations.

A pictorial peep into the inner sanctums of New York's Home Office.

Mr. Hicks announcing a concentration on "The Stalwart Six of Early '35."

News that Paramount has the greatest world lineup of screen musical talent.

The standings in the 1934 Contest as of business closing, December 15.

Three-quarters of a page constituting an assertion by the French Division that they will be "The Tops" in 1935.

Robert Donat signed by Paramount for "Peter Ibbetson."

General Foreign Representative Frederick W. Lange is in New York.

Kitty Carlisle signed to a new long-term Paramount contract.

That story in the adjoining columns about 1935 being the greatest Paramount year of all. It's the truth, me hearties!

"The Gilded Lily" is more than 'gilded.' It's high class film entertainment back on the gold standard.

A Spic and Span New Year

This time we're wishing you all much more than a Happy New Year. That much we take for granted, because with what this season is going to mean you are certainly and surely going to be happy. What are much more concerned with telling you is the fact that in this new year Paramount's International Legion will recognize early and completely the fact that 1935 really is a new year—a joyous, overwhelming new year—a new year in which to see hopes blossom, plans come to fruition and a spirit which has never deviated, never been unflagging even in the face of the toughest circumstances, receive new cause for rejoicing.

Our new make-up of the magazine's cover is moderately symbolic of the marvelous new era ahead. But even as such it is only a slender symbol of the gigantic caravan of good times and good tidings already pushing up over the horizon of the new year and destined to flood out over Paramount's world before you can all so much as say "Paramount Trade Mark."

Please get set for it. If it means as much to you all as we think it should, you are going to have your hands full of a problem—one of the toughest problems that have ever confronted Paramount's Legionnaires—the problem of having so many good things to handle that each and every one of us would like to have at least five carbon copies of himself so as to be able to take care of them all.

That, Ladies and Gentlemen of Paramount, is Nineteen Thirty-five for you!

Pages Eight and Nine Are Broadcasting!



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

Vol. 2 January, 1935 No. 1.



OUR MOST PRICELESS POSSESSION

Never for an instant should we lose sight of the value of the Paramount Trade Mark.

Paramounteers in all parts of the world have striven mightily in order that our Trade Mark shall be the pre-eminent of all film emblems.

Use it wherever your heart tells you it belongs, for without it no Paramount message is complete.

NEXT MONTH

Next month we give you the result of the International Contest which concluded on the last minute of 1934. A near approximation of the results appears on the opposite page—but you never can tell what may happen at the last minute . . .

. . . Any more than you can tell at this instant just what the amazingly thrilling news is that we will have for liberal splashing over all of the pages of next month's issue.

ALSO. Next month we will give you in detail some insights into Cuba's Paramount Week. Space compelled us to limit our news on this important event this month.

THE STALWART SIX OF EARLY '35

Mr. Hicks Designates Six Productions Which Will Give New Year Marvelous Initial Impetus

LIVES OF A BENGAL LANCER
R U M B A
RUGGLES OF RED GAP

ALL THE KING'S HORSES
WAIKIKI WEDDING
CARNIVAL IN SPAIN



TOP ROW: "All the King's Horses," with Carl Brisson; "Carnival in Spain," with Marlene Dietrich and "Rumba," with George Raft, Carole Lombard and Margo. BOTTOM ROW: "Lives of a Bengal Lancer," with Gary Cooper and a grand cast; "Ruggles of Red Gap," with Charles Laughton, Charles Ruggles, Mary Boland, Roland Young, Zasu Pitts; "Waikiki Wedding," with Kitty Carlisle.

There are lots of ways of saying "Happy New Year," but we believe that Mr. Hicks hit upon one of the happiest of them all when he designated a round half dozen pictures as "The Stalwart Six of Early '35." Here is a sextette of films which any other major film company would be boundlessly happy to have as the highlights for an entire year: we get them, along with a bunch of other splendid films, and the whole aggregation constitutes just a fraction of Paramount's yearly output for 1935. In their wake will come other marvelous productions: but for the present we are concerned with these six as the Keynoters for the early months of this great new year.

Let's just analyze these six and see what we get from them!

LIVES OF A BENGAL LANCER is one of the mightiest productions the Paramount Trade Mark has been on in many years. It has great spectacle, nerve-whipping adventure, color, glamour, sparkle. It has a superlative cast headed by Gary Cooper, Sir Guy Standing, Franchot Tone, Richard Crom-

well, Colin Tapley, Kathleen Burke and many others. It is, in short, a cinch for world distribution.

RUMBA has everything that "Bolero" had, and a great deal more. It has George Raft and Carole Lombard, but it also has the magic of Margo, that rhythmic Spanish singer and dancer. It is abundantly furnished with music, dancing and a fine air of suspense.

It is made to order for international distribution if ever a film was.

RUGGLES OF RED GAP is first of all Charles Laughton, with the great English actor revelling in that gusty brand of comedy he played so magnificently in "The Private Life of Henry the Eighth." And not only is he the funmaker, but he has admirable company in the forms of Charles Ruggles, Mary Boland, Zasu Pitts and many others. And there is a dramatic recitation of a certain famous speech by Laughton that is going to stand out as a milestone in all the history of talking pictures. It is a magnificent, soul-stirring piece of work.

ALL THE KING'S HORSES is another film made to order for world distribution. In every sense it is a film made in the spirit of

(Continued on page 3)

Miss Your Breakfast! Miss Your Train! But Don't Miss Pages 8 and 9!

Schaefer Tops Both Contest Sectors

But Peereboom's Holland Is Magnificent Contender for First Place; Nathan, Too!

Insofar as time, space and geographical locations are concerned, the superlative contest of the latter half of 1934 is wonderful history. All of the striving has been made, all of the sales completed—but all of the evidence has not yet reached the headquarters of the Contest. This will be in by the middle of January and the tabulations will be ready by February 1st telling of the winners and how all of the other magnificent contenders for honors finished the race. But in the meantime let us review the startling changes which have taken place since last month.

In the Divisions we find that Schaefer still leads, with his German division. Peereboom, 3rd. of last month, is now 2nd., having displaced Nathan. But Graham, who was last month 5th. is now 4th., a truly gallant accomplishment for the Bulldog Boys and Girls. Pratchett's 8th. of last month is now 5th., for which many sincere "Vivas." Likewise scads of "Vivas" for Sussman and his

forces which have replaced last month's 10th with a glittering 8th. Aboaf's Fighting Eagles deserve tons of praise for moving to 10th. from last month's 13th., and although the remainder of the Divisions have done a little shuffling around, all have done superbly in the aggregate.

Germany of course still heads the Countries—and who is there to say that she will be dislodged? Holland, though, has swung up from last month's Fourth to Third (Second still being doggedly retained by Uruguay) and Cuba, due to magnificent Paramount Week efforts, advanced from Seventh to Fourth. Likewise Finland, which has in past months advanced Nurmi-wise from Thirty-first to Twenty-first to Eleventh, this month goes on from that Eleventh to Fifth. If there be any truth to the law of averages, another month would have seen the Finns 'way out in front. Philippines have advanced grandly from Ninth to Sixth, Panama from Tenth to Ninth, and Roumania from Thirteenth to Twelfth. But here we pause to doff hats to Jugo-Slavia, with a tremendous onward push from Twenty-second of last month to Thirteenth this month. Bravo! And plaudits, too, to Mexico for going from Sixteenth to Fourteenth, Hungary for advancing from Seventeenth to Fifteenth, and Italy for going from Twenty-fourth to Seventeenth. France and Porto Rico also each advanced a point, Latvia advanced a couple—and as for those who have not been here mentioned, they did a little skipping around in positions, all undoubtedly as the prelude to finer showings in the final tabulations of next month.

AS DECEMBER 1934 SHOWED THE CONTESTANTS

LAST MONTH	DIVISIONS	THIS MONTH
1	SCHAEFER (Germany)	1
3	PEERBOOM	2
2	NATHAN	3
5	GRAHAM	4
8	PRATCHETT	5
4	BALLANCE	6
6	VILLAR	7
10	SUSSMAN	8
7	DAY	9
13	ABOAF	10
11	SCHAEFER (Cent. Eup.)	11
9	KENNEBECK	12
12	COCHRANE	13
14	KLARSFELD	14
15	YORK	15
16	MESSERI	16
	COUNTRIES	
1	GERMANY	1
2	URUGUAY	2
4	HOLLAND	3
7	CUBA	4
11	FINLAND	5
9	PHILIPPINES	6
3	ARGENTINA	7
5	PERU	8
10	PANAMA	9
8	GREAT BRITAIN	10
6	INDIA	11
13	ROUMANIA	12
22	YUGO-SLAVIA	13
16	MEXICO	14
17	HUNGARY	15
12	BRAZIL	16
24	ITALY	17
15	AUSTRALASIA	18
19	COLOMBIA	19
18	POLAND	20
20	AUSTRIA	21
14	CHILE	22
21	GUATEMALA	23
23	DENMARK	24
26	FRANCE	25
27	PORTO RICO	26
25	CHINA	27
28	NORWAY	28
29	JAPAN	29
32	LATVIA	30
30	SWEDEN	31
31	SPAIN	32

THE STALWART SIX OF EARLY '35

(Continued from page 2)

"The Love Parade" and Carl Brisson shines perfectly in it both as an actor and a singer. And speaking of singing, there is some of the finest romantic singing that you have ever heard, with Mary Ellis as the singer. Everything that your heart desires in the way of a romantic film musical is to be found in this picture.

WAIKIKI WEDDING is Paramount's first real film musicalization of a South Sea story since the famous "Let's Go Native." Cast announcements on this one are going to give you great joy, as will the scenes of the hundreds of beautiful South Sea maidens in, over and under the coral tinted waters of Honolulu's Waikiki.

CARNIVAL IN SPAIN is Marlene Dietrich's most glamorous role since the unforgettable "Morocco." She is alive, sparkling and damnably dangerous in this new picture, and she slyly sings a couple of songs that you will be humming—and thinking about—for long, long weeks after you see the picture. This is the Dietrich that you have always wanted; and she gives the screen everything that she has in the way of provocative artistry and intriguing witchery. The songs she sings do not constitute the only music in the film, for we have been informed that throughout at least 75% of the action there is music in evidence, either in the form of Spanish bands, beguiling guitars or seductive serenades.

There you have THE STALWART SIX OF EARLY '35! Six truly grand films—grand in every sense of the word. We expected great things of them in advance—and the studio delivered the goods. We know that you will find them just as great—and in turn you will deliver the goods.

CRITICAL RAVES CAUSE PENNSONS OF "THE BENGAL LANCERS" TO FLY HIGH

Elsewhere in this issue there are hints to you that "Lives of a Bengal Lancer" is a truly great and prideful film. We've been a long while making it, and much has been said about it in the years since its first announcement: but Paramount has come through with a superlative film—a true and moving spectacle—and neither we nor anyone else in Paramount is privileged to adopt any but the most glowing superlatives in talking of a picture which is going to do great things—astounding things—for our Paramount Legion.

Previewed on the Coast recently, "Bengal Lancer" drew the following scintillating review from the correspondent of New York's "Motion Picture Daily":

"Paramount has given forth a production not only worthy of its studio, but of the industry itself. Here is flavorously, human entertainment gallantly and glamorously told, fashioned of British frontier courage and spanning the elements of laughter, spectacle, melodrama, beauty and tender heart interest. . . . It thrills to a magnificent emotional

climax. Gary Cooper has had few roles to equal this for sympathy and histrionic opportunity. . . . With Cooper's draw, the production's entertainment power and exploitation possibilities, it's a big attraction destined for big money in America, and in the British Empire and throughout the world it should be sensational."

L'ORCHESTRE DES "POILUS" TIENT SON RANG -- ET COMMENT! -- DANS L'ORCHESTRE INTERNATIONAL PARAMOUNT



"THE DIVISION OF IRON" REHEARSES FOR 1935

Our illustration is borrowed from the December issue of "La Paramount Francaise" and shows the executive personnel of the Division embracing France, Belgium and Northern Africa getting ready for the greatest year in Paramount's International history. In the top left-hand corner Mr. Hicks watches the preparations, his ever-present smile very much in evidence. From left to right in the top row, commencing just above the irrepressible Pop-Eye, we find: Messrs. Maurice Poirier, Anguste

Hochard, Emile Gourdon, Leon Joanin, Robert Lenglet, Mareel Yot, Mareel Collin, Edmond Legnean, Maurice Farrand, Robert Valensi, Robert Rochefort, Robert Rosenthal. In the centre are Messrs. Jean Salomon (at microphone), Fred W. Lange and Henri Klarsfeld. In the Tiller Trompe at the bottom are: Messrs. Robert Langlet, T. X. Jones, Maurice Chevallier, Roland Pinte, Albert Drion, P. J. Thompson, W. R. Horner and Jack Phinkett. . . . Has anybody a better show for 1935?

NOUVELLES PARAMOUNT

Nous avons pour la première fois vu "Lives of a Bengal Lancer"; c'est un film merveilleux! Voilà bien des années que nous avons attendu un film comme celui-là! C'est un spectacle indescriptible: Plein d'action, un esprit d'aventure que l'on peut le mieux comparer à "Beau Geste" et la "Legion of the Condemned." Quant à la figuration elle fait oeuvre de "ycoman." Ce film sera décidément un de nos grands succès de 1935.

Ce mois-ci nous allons mettre votre imagination à l'épreuve par une histoire que nous publierons dans notre prochain numéro. Ce sera une des plus grandes nouvelles qu'aura jamais reçu la Légion Internationale Paramount, et elle comblera de joie chacun de nos légionnaires dans le monde entier.

Nous prenons plaisir à vous montrer dans ce numéro, comme nous l'avions promis le mois dernier, de nombreuses vues de nos bureaux et de notre personnel de la Maison Mère à New-York. De cette façon vous connaîtrez personnellement des gens qui n'ont été que des signatures ou des initiales au bas des lettres que vous recevez.

Toute notre armée Paramount se réjouit d'apprendre que Paramount vient d'engager par contrat à long terme Jan Kiepura, le plus grand des ténors cinématographiques du monde.

Le Bureau Principal a reçu avec joie M. Fred W. Lange, qui nous est arrivé de Paris pour conférer avec M. Hicks.

"Rumba" est un excellent film international, avec même beaucoup plus d'attractions musicales que n'en a eu "Bolero." George Raft et Carole Lombard sont simplement splendides et vous serez emporté quand vous verrez Margo, la petite Espagnole de "Crime without Passion," jouer de nouveau.

Nous sommes heureux de signaler que l'exploitation des films montre un progrès marqué. Dans chacun de nos numéros nous publions de plus en plus des preuves que l'exploitation des films Paramount est la meilleure au monde. Vous trouverez, pendant l'année 1935, que l'exploitation de plus en plus intensive va aider de façon notable ceux qui en font usage.

Puisque nous touchons à ce sujet, ne laissons pas inaperçu l'importance de la marque de fabrique Paramount. N'oublions jamais de la mettre en avant, c'est une des choses les plus importantes dans notre compagnie.

Paramount International News vous apparaîtra sous de nouveaux atours. C'est parce que l'année 1935 est fort différente des années qui l'ont précédée, tout particulièrement en ce qui concerne Paramount. Mais c'est bien encore le même vieux organe qui vous racontera ce que nous avons accompli, et désire recevoir de vos nouvelles aussi souvent que possible.

Des informations qui nous parviennent du Studio disent que Carl Brisson - Mary Ellis et leur film musical "All the King's Horses" sont encore meilleurs que prévus — ce qui est une grosse nouvelle. Sans le moindre doute, Paramount dominera l'industrie cinématographique avec ses films musicaux pendant l'année 1935.

Paramount International News a été chargé d'exprimer dans ses colonnes les remerciements de tous les Paramoutais du Bureau Central à tous ceux qui dans le monde entier leur ont envoyé des souhaits de Noël et de Nouvel An.

The Stalwart Six of Early '35

LIVES OF A BENGAL LANCER

RUMBA

CARNIVAL IN SPAIN

ALL THE KING'S HORSES

WAIKIKI WEDDING

RUGGLES OF RED GAP

MANY ARE THE WAYS PROVIDED FOR YOU TO KNOW YOUR PRODUCT



HERE, FOR INSTANCE, ARE THREE GLIMPSES. First is of one of the most colorful scenes in "Rumba," the setting being the heart of a Cuban jungle, the action being a rhythmic, voluptuous interpretation of that great dance that Cuba gave to the world—the Rumba.



AND HERE IS "THE GILDED LILY," BEACHED. Clandette Colbert, herself, with Raymond Milland in one of the snappiest scenes of her new picture which, we go to great pains to tell you elsewhere, may be 'Gilded' by title, but is 'Pure Gold' by entertainment standards.



AND THEN "THE PRESIDENT VANISHES," Walter Wanger's dynamic, daring and wholly sensational picturization of a fictitious event which, if it came true, would startle the world as it has seldom been shocked before. You are urged to regard "The President Vanishes" as terrifically exciting melodrama, true film entertainment, and the promise of still mightier attractions still to come from the Walter Wanger production unit releasing through Paramount.

MELVILLE A. SHAUER'S NEW STUDIO POST



Legionnaires throughout the world will receive with sincere joy the news of Melville A. Shauer's studio promotion to a post which will permit him to shape the trend of every picture in production to the end that it will possess still greater international appeal.

'Mel,' as he is affectionately known to Paramounters in all parts of the world is, by virtue of wide travels, particularly well qualified for this added important duty and on behalf of you all we extend to him the heartiest congratulations of the entire International Legion.

PRODUCTION BRIEFS

Gertrude Michael, who is making splendid progress as a Paramount leading lady, has been given the lead in "The Milky Way."

"All the King's Horses" will have in the cast, in addition to Carl Brisson and Mary Ellis, the twenty-year old daughter of the Metropolitan Opera star Nina Koshetz, Marina Schubert. She's a real beauty.

Libby Taylor has been Mae West's colored maid in all three of the blonde star's pictures. In "Mississippi" she becomes an actress and shares the spotlight with Bing Crosby, W. C. Fields and Joan Bennett.

Paul Cavanagh will be leading man of the film when Mae West tells the world "Now I'm a Lady."

The unique outdoor action picture which up till now has been known as "The Vanishing Pioneer," has now been titled "The Rocky Mountain Mystery."

"Crimson Ice" is a filmization of a drama woven about that most flashing of all sports, Ice Hockey. Much of the action will be shot at the Madison Square Garden in New York.

"Gambler's Maxim," a story that we like even better than we did "Street of Chance," and which has a similar but more exciting plot, has been bought by Paramount for George Raft.

In the meantime, Raft is playing the lead in "Stolen Harmony" (formerly "One Night Stand"), with Ben Bernie, Iris Adrian, Queenie Smith and Lloyd Nolan in the supporting cast. This picture will mark the Paramount debuts of Miss Smith and Lloyd Nolan, both of them hitherto favorites of the New York stage.

Locales of Mae West's "Now I'm a Lady" are Arizona, Buenos Aires and Boston. What, no Tokyo?

Incidentally—but quite importantly—"Now I'm a Lady" will have several musical numbers, which will be written by Richard Whiting. If your memories are good—and they should be where production matters are concerned—you will recall that Whiting wrote the music for "Innocents of Paris" and several other big Paramount films.

John Miljan and Stanley Fields, a couple of excellent 'heavies,' play true to form in "Mississippi."

Patricia Ellis is cast as the female lead in "McFadden's Flats," which Charles R. Rogers is producing. Andy Clyde, George Barbier and Walter C. Kelly are the other important members of the cast.

Cast assignments so far in Cecil B. deMille's "The Crusades" are Henry Wilcoxon, Ian Keith, Alan Hale and Pedro de Cordoba.

Kitty Carlisle has been signed to a new long-term contract on account of her splendid vocalizing and acting in "She Loves Me Not" and "Here Is My Heart."

The cast of "Rumba" contains the daughter of a former President of Peru. She is Senorita Laura de la Puente. She danced in Agua Caliente at the same time that Margo did, and was later found by Paramount talent scouts in the Coconut Grove in Los Angeles.



KIEPURA

One of the most magical of all film names throughout the world is that of Jan Kiepura, internationally popular singing star. Paramount has signed Kiepura to a long-term contract and he will be in Hollywood very soon now making the first of his musical films.



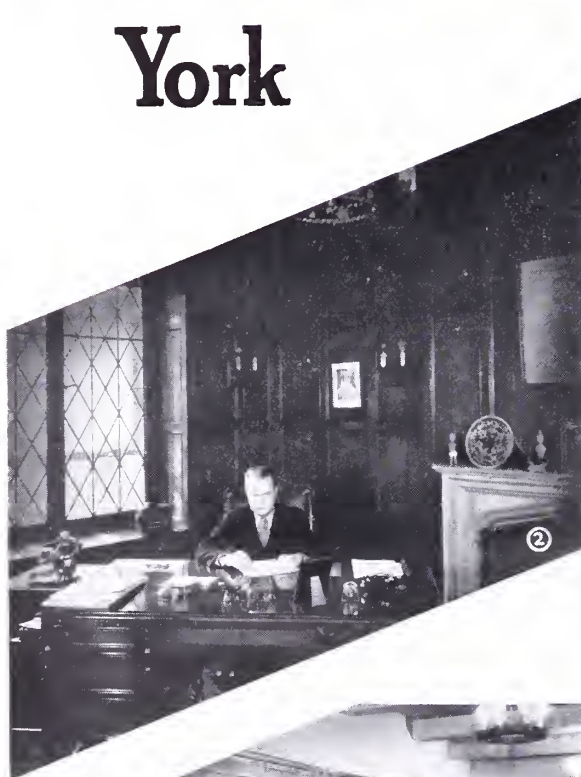
DONAT

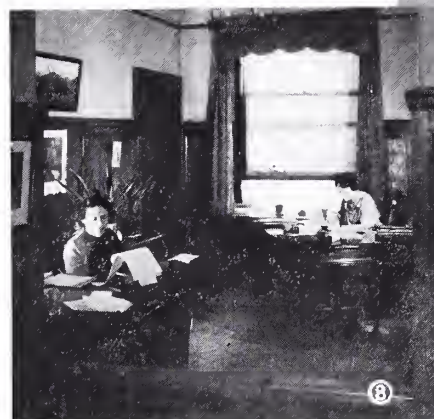
Robert Donat, who gained his early screen start appearing in Paramount British Quota pictures, and who came forth as one of the real sensations of the year in "The Count of Monte Cristo," has been signed by Paramount to bring "Peter Ibbetson" to the talking screen. The picture appears from this vantage point to be one of Paramount's many truly great films during 1935.

Lewis Milestone has been signed by Paramount to direct the musical picture, "Two on a Tower," in which Mary Ellis will be starred.

Home Office

New
York





Last month we promised you an inside glimpse of the Home Office within the Paramount Building at the Crossroads of the World, New York City, and here it is.

(1) is of course the office of Mr. John W. Hicks, Jr., Leader of Paramount's International Legion. (2) George Weltner, assistant manager of Paramount International Corporation. (3) Eugene J. Zukor in his office. (4) Albert Deane, with his secretary, Paula Greenwald. (5) Charles L. Gartner, publicity manager, and his secretary, Linda Salzberger. (6) Another corner of the publicity department, with L. to r., Melvin Ruderman, Paul Ackerman and Edward Schellhorn. (7) Spanish and Portuguese translation department. Left to right: Luis Amezaga, J. L. de Betancourt, J. Ventura Sureda and Arthur Coelho. (8) Edith Salzberger, secretary to Mr. Hicks, and Ann J. Leviness, secretary to Mr. Weltner. (9) Service department, with Aaron Pines, manager, second from the right. At left, Robert Graham and Lucille Levy. At right, Paula Halpern, secretary to Mr. Pines. (10) Statistical department. Left to right: David Greenwald, Martin Rosenfeld, Norman Kohn and Robert Powers, secretary to Mr. Zukor. (11) Information desk. Charles Scherindeck, left, and Edward Kohn. (12) Title department. Luis Fernandez and Lillian Goldsmith. (13) Order department, Miss Kass, manager, in background. Left to right: Ruth Sanstedt, Louise Eckhardt, Matilda Kass, Gertrude Leavy, Sophie Singerman. (14) Traffic department. Manager Larry Flynn in background. Left to right: William Fass, L. Eugene Harwood, Larry Flynn, Sarah Friedman. (Missing from picture, Owen McClave). (15) Another corner of the traffic department, with Al Stefanie, left, and Martin Dukat.

PARAMOUNT PERSONAL ITEMS FROM



**LANGE HEADS
NEW YORK - WARDS**

Our Paris news-snapper, stationed at the Gare St. Lazare, caught this characteristic picture of General Foreign Representative Fred W. Lange receiving the adieux of Administrateur Delegeue Henri Klarsfeld on the occasion of the former's departure for New York where he now is engaged in conferring with Mr. Hicks.



GRAND COVER. Here is a handsome use of a line drawing to chart a box-office curve. The idea is that of London publicity director R. Gittoes-Davies; the publication is London's snappy "Paramount Service."

**SOME INSPIRING MOMENTS
AMONG OUR HOUSE
ORGANS**

We don't wonder any more as to why Paramount IS Paramount throughout the world when we see the constant stream of inspiring house organs which come to our desks from all quarters of the globe. Indeed, we wish that we had the facilities for reprinting in the columns of Paramount International News each month an entire resumé of the achievements which we find reflected in the publications from France, from Spain, from Australia and from Argentina, which are the chief exponents of the house organ. Instead, we will have to simply content ourselves with reflecting the highlights of a bunch of issues which confront us on our desk as we write.

FRANCE. The finest issue of "La Paramount Francaise" which we had seen to date was that of November, which is an amazingly fine blending of inspiring messages to the French Paramounteers, information about current and coming French and American films, and general chatty news items about Paramounteers who really count in the great business of keeping the French organization moving swiftly and splendidly forward. Also, this issue marks the innovation of a column in English for the benefit of English-speaking readers. We quote a few sentences from this: "... M. Lange has brought a new spirit into our division; his sure business instinct, his sense of justice have literally transformed the French legionnaires, who strive with re-born enthusiasm for such a leader. Never in the history of Paramount has Paris felt such great confidence, never have we felt so strongly in communion with New York as at the present time. We owe much to Mr. Hicks whom we recently had the opportunity to know and appreciate much better and for whom we have the will to work with every ounce of our energy. Mr. Klarsfeld is in New York as this issue appears. It is his first

**JACK
PLUNKETT**

Director of Paramount Publicity in France, and editor of "La Paramount Francaise."



trip there in six years, and we are certain that it will inspire him with new enthusiasm.... In order that our American colleagues can better appreciate our magazine, we shall next month begin publishing in each issue a resumé of its contents in English."

And now the December issue has reached our desk and we find that in all-around excellence it tops every other issue received to date. Editor Jack Plunkett, whose likeness we are happy this month to reproduce, consistently does a superb job of editing because he has the uncanny faculty of setting down in type and illustration the real indomitable spirit of The Division

of Iron. It is our good fortune to be able to reproduce in the January issue of Paramount International News some of the outstanding illustrations of the December "La Paramount Francaise."

SPAIN. Three issues of "El Matador," covering Issue Numbers 15 to 21 are before us and, as ever, this sparkling publication, which has all of the fine flavors of the wines of its country's creation, is a valuable factor in the progress of our International Legion. Managing Director Messeri's policy of blending inspirational messages and reports of Paramounteer achievements with news of Paramount pictures to come is admirably carried out in color as well as in colorful phraseology.

AUSTRALIA. "Paramount Sales Punch" has lost none of its punch, but has instead gathered strength with the passing of time. The Blue Ribbon Bunch can be very proud indeed of their house organ, just as they can be proud of the colorful achievements of the Australian Paramounteers which are reflected through its columns by virtue of Editor Reg. Kelly's editorial skill.

Harry Hill

Legionnaires of Paramount International Corporation mourn the untimely passing of a brilliant young Paramounteer, Harry Hill, salesman of Perth, Australia,

December 14, 1934.

MARLENE AND MANUEL

Miss Dietrich, whose "Carnival in Spain" looks like being her very best picture since the unforgettable "Morocco," is here shown playing hostess to Manuel Quezon, provisional head of the Philippine government, and slated to be first President of the Philippine Islands. He stopped off in Los Angeles en route back to Manila after a series of highly important conferences with President Franklin D. Roosevelt in Washington. His chief Hollywood stop was of course the Paramount Studio.



In Next

TWO SENSATIONAL

1. The winners of
2. The story of an exciting event in the history of Paramount

BE SURE AND GET YOUR COPY OF

THE FOUR CORNERS OF THE EARTH



GUATEMALA CITY. These three glimpses are of the interior of the Guatemala City office, Guatemala. As the photos were taken during the absence in New York of Manager Saul Jacobs, he of course does not appear in them.

A PAIR OF BRILLIANT CO-STARRING PAIRS



First we have Bing Crosby and Kitty Carlisle in a tender moment of "Here Is My Heart" (incidentally, one of the few moments in the picture where there is no singing), and the action conveys the fact that Bing as a waiter is not above making love to Kitty, the Grand Duchess.

The other glimpse is of Cary Grant and Myrna Loy in a moment from "Wings in the Dark," which we assure you is well worthy



of the distinction which should belong to any picture with the word "Wings" in its title. Having already seen this picture we hasten to assure you that it is one of the most fascinating air-o-dramas that we have ever been privileged to lose our breath over.

ITEMS FROM LONDON

At the request of the Duke of Kent the entertainment provided for the Duke and Princess Marina during their honeymoon stay at Himley Hall, Dudley, Worcestershire, included two Paramount pictures. These were: "Crime without Passion" and "Murder at the Vanities."

By careful pre-arrangement and advance organization, British Paramount News were able to show the British Royal Wedding on cin-

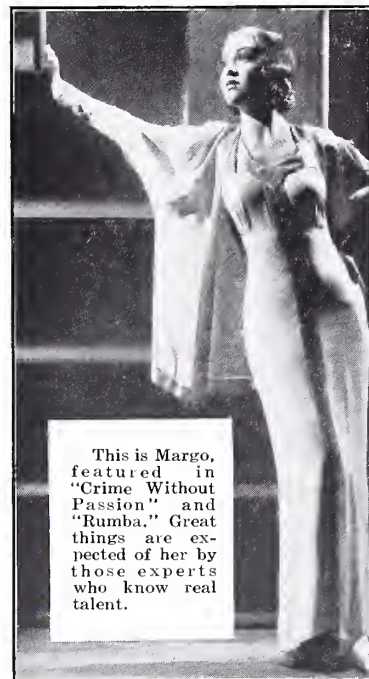
ema screens in London within a short time of the conclusion of the ceremony in Westminster Abbey.

Safeguarding their communications by holding in reserve a detachment of motor-cyclists skilled in negotiating congested streets and by arranging for aerial transport to the more distant points, British Paramount News were able to show the same day one of the most historic films ever recorded by the sound cameras in centres in Great Britain as far apart as Plymouth, Cardiff, Swansea, Liverpool, Manchester, Leeds, etc.

A complete Royal Wedding Souvenir edition, giving later pictures and London scenes of celebration, was despatched to all release customers the same evening.

¡BRAVO, PARAMOUNTISTAS CUBANOS!

La Legión Internacional Paramount, desde Mr. Hicks hasta el último legionario, se complace en felicitarnos por la espléndida cooperación que prestasteis a Mr. Rapoport durante la Primera Semana Paramount celebrada en Cuba con caracteres de acontecimiento nacional. Sirvan estas líneas de aplauso a tan extraordinario esfuerzo, ya que nos es imposible, por falta material de espacio, detallar en este número de **PARAMOUNT INTERNATIONAL NEWS** las diferentes fases de ese concurso el cual ha culminado en el éxito que justifica nuestro aplauso.



This is Margo, featured in "Crime Without Passion" and "Rumba." Great things are expected of her by those experts who know real talent.

"THRILLED AND WILDLY ENTHUSIASTIC," SAYS PIPER

Mr. J. P. Piper, manager in Tokyo, is in California as these lines are written. While there he saw "Lives of a Bengal Lancer" and promptly wired Mr. Weltner in New York as follows:

THRILLED AND WILDLY ENTHUSIASTIC AFTER SCREENING "BENGAL LANCERS." ALSO THRILLED OVER "LEG-GONG," WHICH IS MAGNIFICENT, TOO.

Month's Issue

ANNOUNCEMENTS

the 1934 contest.

that is without parallel in the International Corporation

PARAMOUNT INTERNATIONAL NEWS EARLY

Exploitation Helps Keep the Film Business Sizzling!



"SERVICE" FROM INDIA

We are happy to chronicle the arrival of the November issue of "Service" produced in Calcutta under General Manager Ballance's supervision and to note his plans for even greater use of the Paramount Trade Mark in every possible way in the future.



**FROM GERMANY COMES
"CLEOPATRA" EVIDENCE**

Manager G. P. Vallar of Germany, who must share with all of his Paramounters the great joy of seeing their territory topping both lists on Page Three, sends us some fine news about "Cleopatra" to accompany the illustration shown above. The glimpse is of the lobby entrance to the Schauburg Theatre in Cologne (owner, Mr. William Fink), and it certainly is one of the most colorful decorations that we have ever seen. The same grand scale of decoration was carried out throughout the theatre's interior.

Mr. Vallar reports that "Cleopatra" ran for three weeks in this theatre, receiving splendid press notices throughout. He also reports that the same success is attending the picture's presentation throughout Germany.

LEEDS THEATRE MANAGER

Robert Graham has been appointed general manager of the Paramount

SHANGHAI. Here is one of the finest front-of-theatre displays ever seen in the Orient. It is on the marquee of the Grand Theatre in Shanghai, China, and is there for the benefit of Paramount's "Scarlet Empress." The large Dietrich heads are placed at an angle of 45 degrees to the street, so that they may effectively be seen from any point.

HOW RIO DE JANEIRO CAN SERVE PUBLICITY

Two of the finest publicity campaigns we have seen in a month of Saturdays are those contained between the covers of a couple of hefty volumes received from Rio de Janeiro. The volumes amply testify to the manner in which picturegoers of Brazil were informed in advance, as well as during showing, of the manifold entertainment virtues of "Scarlet Empress" and "Murder at the Vanities." A bunch of finest, selected congratulations to the Brazilian Paramounters responsible for such fine work.

ALICE'S "WONDERLAND" STILL THRILLS THE WORLD

Paramount's most sensational of all unusual costume pictures, the internationally famous "Alice in Wonderland," still continues to interest the world. One particularly fine campaign put over in the picture's behalf was that of Paramount Manager Paul Verdayne, in Singapore. We will let Paul tell you in his own words:

"Today I started what will probably turn out to be one of our biggest exploitation stunts we have ever had. I am having some 800



That Marlene Dietrich's "Scarlet Empress" has met with success in all parts of the globe is partially, but effectively, attested to in this interesting glimpse of the vast throngs which visited the Ophir Theatre in Tel-Aviv, Palestine, to see the Paramount masterpiece.

Theatre in Leeds, England. He formerly was general manager of the Futurist Theatre in Birmingham. We congratulate him on his new post.

COLORFUL SPANISH EXPLOITATION OF JUNGLE FILM



Here are three glimpses of the very effective campaign put over by Paramount's Coliseum Theatre in Barcelona, Spain, on behalf of "The King of the Jungle." Top scene is the famous exterior of the theatre, at the left is a corner of the lobby, and at right one of the street exploitation stunts.

MORE IDEAS FROM SCANDINAVIA

It appears to us that Carl York and his Vikings have more timely ways of telling their exhibitors about Paramount supremacy than—well, than you could shake a stick at. We have just received from Stockholm a set of "Paramount Tips," which consist of half-sheets, on colored paper, which go into every letter going to exhibitors, telling them either about the new Para-

mount Features or about Paramount short features, or anything else Paramount that Mr. York thinks the exhibitors should know about pronto. The "Tips" each have an illustration at the bottom of Pop-Eye taking a hefty biff at Number 230341, which is none other than Paramount's Stockholm telephone number, and a subtle reminder for the exhibitor to telephone at once for the particular item set forth in the pamphlet.

girls exploiting the whole of Singapore and its adjacent islands in respect to "ALICE." These young ladies are all potential "ALICES" for the Big Ball that is to be organized on December 7th and is to be called "ALICE IN WONDERLAND BALL." Stills will be posted all over the city, and one, two and three sheeters will also be posted in most of the big shops of Singapore. Every ball ticket that is sold is going to be stamped with our trademark and slogan. Special programs will be printed covering full details of the picture and some of the advertisements in the program will be tie-ups. During the evening the band will play all the "ALICE IN WONDERLAND" music and during the judging, a special choir is going to sing "The Walrus and the Carpenter" and other appropriate songs connected with the film, so you will see no effort is to be left unspared to make this film a success. Prizes of course will be given for the best "ALICE" or any particular character in the film. The Governor's daughter, together with myself, will judge the competition. This will be the first official act connected with the new Governor who will be present together with his party."

A GOOD FRONT

The manager of the Capitol Theatre in Marseilles not only gave the entrance to his theatre the fine treatment shown in the above scene, but he also persuaded the store next door to set up as a dealer in Japanese goods, with the name of the picture and its star over the entrance. Both sides of this store were also decorated in Japanese lettering. This is fine exploitation.



IN MARSEILLES

The Cine Mondain in Marseilles, realizing the magnitude of Cecil B. DeMille's "Sign of the Cross," gave the picture this very effective front-of-house display, at the same time stressing the fact that the cast of the film numbered 7,500 persons.



PARAMOUNT -NYHETER

Vi ha nu äntligen sett "Lives of a Bengal Lancer" och det är en underbar film. Vi ha alla väntat i årtal på denna film, och den var verkligen värd att vänta på. Det är en praktfilm utan like; den är händelserik, full av äventyr, som mest kunna liknas med händelserna i "Beau Geste" och "The Legion of the Condemned," och de spelande arbeta som slavar. Filmen är utan något tvivel som helst en av 1935 storfiler.

Denna månad reta vi eder fantasi och nyfikenhet med nyheter, som vi komma att delgiva eder i nästa nummer. Dessa nyheter äro de största, som någonsin givits till Paramounts Internationella Legion, och kommer att ge odelat nöje åt varje Legionnär jorden runt.

Vi äro glada att i detta nummer kunna visa eder, vad vi lovade förra månaden, nämligen bilder av våra kontor och några av personalen i vårt kontor i New York City. Vi hoppas att ni på detta sätt kunna stå ansikte mot ansikte med de manskorn, som tills nu endast ha varit en signatur eller ett monogram på ett brevpapper.

Nyheten att Paramount har skrivit kontrakt med Jan Kiepura, världens mest kända tenor på filmen, har mottagits med glädje i alla våra kontor. Men det är inte allt; det kommer många andra nyheter av lika stort och kanske ändå större värde snart.

Det är mycket glädjande för vårt kontor att mottaga besök av Fred W. Lange från Paris. Han kommer för att rådgöra med Mr. Hicks.

"Rumba" är en förstklassig internationell film, med bättre musik och dans än "Bolero" hade. George Raft och Carol Lombard äro överdådiga i sina roller och ni får mycket att tala om, när ni ser Margo, den lilla spanska flickan, som spelade i "Crime without Passion." Hon medverkar nämligen i denna film.

Den rätta sortens annonsering av filmer är i uppgående. I varje månadshäfte få vi mer och mer bevis på, hur rätt annonsering gör framgång i alla delar av världen. Ni kommer alla att upptäcka under år 1935, att annonsering kommer att betala eder tusenfaldt och göra just eder avdelning framgångsrik.

Medan vi diskutera denna fråga, låt oss inte glömma, Paramounts trademark. Det är ett märke, som vi aldrig måste glömma att använda; detta märke är ytterst viktigt för vår organisation.

Paramounts Internationella Nyheter har fått en ny framsida i detta nummer. Det är därför att år 1935 är helt skildt från andra år, alla de som gått, särskildt när det är fråga om Paramount. Men på samma gång är det samma häfte, som omtalar för världen, vad ni alla ha åstadkommit och därför önskar nyheter från eder alla så ofta som möjligt.

Nyheter från vår ateljé omtala, att Carl Brisson och Mary Ellis äro ändå bättre, än vi hoppats i deras nya film, "All the King's Horses," vilket är verkligt goda nyheter. Det är nu inget tvivel om, att Paramount kommer att dominera filmvärlden med musikfilmer år 1935.

Paramounts Internationella Nyheter har blivit ombedd att i sina spalter acka alla de Legionnärer i alla delar av världen—som sânt oss Jul- och Nyårshälsningar till vårt kontor här och vid kusten.



R-R-R-R-R-Rumba!

If you ever had any doubts about the insidious witchery of the Cuban rumba, prepare to cast your doubts aside — just as this young lady is doing in a scene from Paramount's "Rumba," which has George Raft, Carole Lombard and Margo in preferred roles, and many other Paramount favorites also in the cast.

PARAMOUNT NIEUWS

Wij hebben voor 't eerst 'Lives of a Bengal Lancer' gezien en het is een schitterende film! Wij hebben er vele jaren op moeten wachten, maar de film was het wachten waard. Het is een schouwspel boven alle beschrijving, vlot, afwisselend, avontuurlijk en het best te vergelijken met 'Beau Geste' en 'Het Legioen der Gedoemden'. De spelers hebben hun beste beentje voorgezet om van deze film een der grootste slagers van 1935 te maken.

Deze maand laten wij U raden naar een nieuwtje, hetwelk wij in ons volgende nummer zullen opnemen. Het is een groote en verblijdende verrassing voor de buitenlandse Paramounters.

Het doet ons veel genoegen in dit nummer afbeeldingen en foto's op te nemen van het hoofdkantoor en het personeel, te New York, hetgeen wij in onze vorige editie hadden beloofd. Dit brengt U nader tot de menschen, die U tot nog toe slechts kende uit brieven, brochures, handteekeningen enz.

Het nieuws, dat Jan Kiepura, de beroemde tenor der filmwereld een langdurig contract heeft gekregen van Paramount, werd overal met vreugde begroet. En dit belangrijke nieuws zal spoedig gevolgd worden door even belangrijke bekendmakingen.

Het hoofdkantoor werd vereerd met een bezoek van den Heer Fred W. Lange uit Parijs overgekomen voor een bespreking met den Heer Hicks.

'Rumba' is een internationale film met meer muziek en dansnummers, dan 'Bolero'. George Raft en Carole Lombard zijn er schitterend in en Uw enthousiasme zal ten top stijgen als U Margo—het Spaansche danseresje van 'Crime without Passion'—in deze film ziet.

De exploitatie van onze films gaat
(Continued on Page 12)

NEUES VON DER
PARAMOUNT

Es ist uns unlängst hier in New York "Lives of a Bengal Lancer" gezeigt worden, und wir alle sind der Ansicht, dass, wenngleich wir auch einige Jahre auf die Vollendung dieses Bildes warten mussten, es der Mühe wert war. Es ist ein herrliches Filmepos und es fehlen uns die Worte um es gebührend beschreiben zu können. "Lives of a Bengal Lancer" ist ein Film für Jung und Alt, denn er erweckt in jedem Zuschauer Abenteuerlust. Die Handlung ist derartig packend und die Besetzung so vortrefflich, dass man, um einen Vergleich anstellen zu wollen, diesen Film höchstens mit "Blutsbruderschaft" oder "The Legion of the Condemned" vergleichen könnte.

In diesem Monat wollen wir Sie ein wenig auf die Folter spannen, denn erst in der nächsten Ausgabe werden wir auf die gute Nachricht, von der Sie eine Menge auf einer anderen Seite dieser Nummer lesen, näher eingehen. Vielleicht können Sie erraten worum es sich handelt? Alles was wir Ihnen heute verraten dürfen ist, dass es sich um die wichtigste Neuigkeit handelt, die je der Auslandsabteilung verkündet worden ist, und dass sie bei jedem einzelnen Paramountler grosse Freude auslösen wird.

Auch finden Sie in dieser Nummer eine Reihe Abbildungen von der New Yorker Zentrale und seinen Bewohnern. Dem Namen und der Unterschrift nach kennen Sie alle; nun wissen Sie endlich auch wie die Menschen aussehen, mit denen Sie korrespondieren.

Die Nachricht, dass der weltberühmte Filmtenor Jan Kiepura von der Paramount kontraktlich verpflichtet worden ist, hat alle Paramountler sehr erfreut. Und das ist nicht alles. Wir haben eine Unmenge Neuigkeiten von Bedeutung für Sie, über die Sie sich noch viel mehr freuen werden.

In diesem Monat weilt Fred W. Lange in New York um mit Mr. Hicks zu konferieren.

"Rumba" ist ein besonders geeigneter Film für den Weltmarkt und hat Musik- und Tanznummern, die, ehrlich gesagt, noch viel faszinierender sind als die in "Bolero". George Raft und Carole Lombard sind einfach blendend und Margo, die kleine Spanierin aus "Crime without Passion," ist eine Sensation.

Wir haben die Feststellung gemacht, dass unsere Filme auch im Auslande mehr und mehr exploitiert werden. Eine jede Ausgabe zeugt von der intelligenten Auswertung unserer Filme, und wenn Sie bis jetzt nicht soviel Wert darauf gelegt haben, so wird Sie das neue Jahr sicherlich überzeugen können, dass diejenigen Filialen, welche es verstehen ihre Filme richtig auszuwerten, die grössten Vorteile und somit Erfolge erzielen.

Und während wir beim Predigen sind, wollen wir nicht vergessen an unsere Schutzmarke zu erinnern. Sie ist das Symbol für Qualität und Welt Ruf—sie ist ein kostbares Eigentum unserer Organisation und wird immer noch nicht genügend benutzt.

Mit dieser Ausgabe haben die Internationalen Paramount Nachrichten ein neues Gesicht bekommen und zwar aus dem einfachen Grunde, weil das Jahr 1935 in eine Klasse für sich kommt. Es ist anders als irgend ein vergangenes Jahr. Es ist ein Jahr des

(Continued on Page 12)

NOTICIARIO MENSAL DA
PARAMOUNT

Já apreciamos em exhibição especial o filme "Lives of a Bengal Lancer," e podemos garantir que é um trabalho á altura da publicidade que lhe vimos dando. Como sabemos, é um filme pelo qual ha annos esperamos, mas a sua realidade muito bem compensa a espera. Em espirito e adversidades compara-se a "Beau Geste" e a "Legião dos Condemnados," porque os seus interpretes são daquelles que tallham a realidade a golpes de talento. Será indiscutivelmente um dos marcos da temporada de 1935.

—Para que desperte mais attenção nos nossos arraaes, adcantaremos parte de um certa noticia, e porque seja das mais interessantes jamais recebidas pela nossa organização internacional, acreditamos que desperte em todos justo alvoroço.

—Incluimos nesta edição, conforme promettemos no nosso numero passado, varios aspectos interiores da nossa casa matriz. Desta fórma, pelas photographias os nossos amigos ficarão conhecendo muitas das pessoas a quem antes conheciam apenas de nome.

—A noticia de haver a Paramount contractado Jan Kiepura, um dos mais famosos tenores do mundo, tem causado satisfação em todos as partes. Mas isso não é tudo: breve faremos novos e importantes revelações sobre outros artistas contractados.

—A nossa matriz teve o prazer de receber em visita o sr. Fred W. Lange, que veio do seu posto de Paris afim de conferenciar com Mr. Hicks.

—"Rumba" é o titulo de uma nova produção musical, de grandes possibilidades para o nosso mercado estrangeiro. A' feição de "Bolero," tem George Raft e Carole Lombard como principaes interpretes. Do mesmo elenco faz parte Margô, que tanto luziu como a estrella feminina de "Crime sem Paixão."

—A propaganda em torno dos novos filmes, observamol-o com prazer, cresce de dia para dia, em todos os centros. As amostras photographicas e folhas de annuncio recebidas de to-

(Continued on Page 12)



MARLENE SPEAKS TO JAPAN

Recently commercial telephonic communication was established between America and Japan. First of the Hollywood colony to speak with Tokyo was Marlene Dietrich, who responded to the invitation of the Japanese newspaper, "Tokyo Asahi," to speak across the Pacific. She is shown here, in her dressing room, and still in the Spanish costume of "Carnival in Spain," speaking to Tokyo. With her is Mr. W. Sakai, Hollywood correspondent of the Japanese newspaper.

NEUES VON DER
PARAMOUNT

(Continued from Page 11)

Aufschwungs im allgemeinen und für Paramount im besonderen. Sonst bleibt unser Hausorgan unverändert. Es ist nach wie vor der Uebermittler von Erfolgen und frohen Ereignissen und braucht immer noch alle Neuigkeiten von Ihrer Filiale.

Der musikalische Carl Brisson-Mary Carlisle Film "All the King's Horses" übertrifft, wie wir aus dem Atelier hören, alle Erwartungen, und es besteht heute kein Zweifel mehr für uns, dass Paramount in 1935, soweit es sich um musikalische Filme handelt, den Filmmarkt dominieren wird.

Wir sind von den Paramountlern der New Yorker Zentrale gebeten worden, den Paramountlern in aller Welt für die eingelaufenen Weihnachts- und Neujahrswünsche zu danken und dieselben aufs Wärmste zu erwidern.

NUOVE DALLA PARAMOUNT

Abbiamo visto per la prima volta "Lives of a Bengal Lancer" (Vita d'un lanciere bengalese) ed è veramente un film meraviglioso! È un successo per il quale abbiamo atteso molti anni. È uno spettacolo che non si può descrivere colle parole: ha il movimento e lo spirito d'avventura di "Beau Geste" e de "La legione dei condannati" e i protagonisti sono insuperabili. "Vita d'un lanciere bengalese" è uno dei maggiori successi del 1935.

—Nel prossimo fascicolo vi sarà una nuova di grande importanza per i membri della Paramount International Legion. Sarà una lieta nuova per tutti i membri in tutte le parti del mondo.

—Siamo lieti di presentarvi in questo fascicolo, come vi promettiamo il mese scorso, diverse fotografie del personale e dei locali dell'Ufficio Centrale a Nuova York. Così avrete occasione di conoscere molte persone che per il passato avete conosciuto solo per nome.

—Jan Kiepara, il tenore più noto del mondo cinematografico canterà per la Paramount! Vi saranno in seguito altre nuove di uguale importanza.

—L'Ufficio Centrale è molto lieto di dare il benvenuto in questi giorni a Fred W. Lange il quale è giunto da Parigi per conferire con Mr. Hicks.

—Ogni nostro fascicolo vi mostra come la circolazione dei films della Paramount sia sempre in aumento in tutte le parti del mondo. Ed avremo durante il 1935 un ulteriore aumento di circolazione dal quale trarranno profitto vari reparti della nostra organizzazione.

—Bisogna tenere sempre in mente l'importanza dell'emblema della Paramount. Bisogna adoperarlo sempre. È di massima importanza per la nostra organizzazione.

—Con questo numero la prima pagina di Paramount International News assume una forma nuova e anticipa le grandi novità della Paramount nel 1935. Ma il Paramount International News resta sempre il vostro organo per mezzo del quale trasmettete al mondo del cinema tutti i vostri successi. Ama avere nuove di voi con frequenza.

—Dai nostri studi ci si assicura che il nuovo film musicale di Carl

NOTICIAS DE PARAMOUNT

—Cuanto podemos decir después de haber visto por primera vez la película "Vida de un lancero bengali" ("Lives of a Bengal Lancer"), es que nos parece maravillosa. Magnífica trama; ambiente de aventura, sólo comparable a los de "Beau Geste" o "La Legión de los Condenados"; actores cuya interpretación no deja nada que desear. En suma: tienen ustedes en esta película uno de los grandes éxitos para 1935.

—Para que sirva de pábulo a las conjeturas de los lectores, anticipamos en este número algo acerca de cierta noticia que daremos completa en el próximo; la cual, por ser de las más importantes que haya recibido nunca la Legión Internacional de la Paramount, causará verdadero alborozo a todos y cada uno de los legionarios.

—Nos complace cumplir la promesa hecha en el número anterior, al presentar, como lo hacemos en éste, vistas de los diversos departamentos y del personal de la Oficina Central de Nueva York. De este modo cobrarán para muchos lectores fisonomía definida personas que hasta ahora estuvieron representadas por una firma o por unas iniciales.

—Todos los paramountistas están de plácemes con la noticia de que la Paramount ha contratado por largo tiempo a Jan Kiepara, el barítono más famoso del cine. Digamos, de paso, que dentro de poco habrá noticias tan importantes como ésta.

—La Oficina Central se complace este mes en dar la bienvenida a don Fred W. Lange, que ha venido de París para conferenciar con el señor Hicks.

—"Rumba" es producción excelente para la distribución internacional. Tanto por la música cuanto por el canto, aventaja a "Bolero." George Raft y Carole Lombard están espléndidos. Y dejamos a ustedes el declarar que todo elogio es poco en tratándose de Margo, la latinoamericana que tan lucidamente hizo su papel en "Crimen sin pasión."

—Mucho nos complace notar que cada día va cobrando mayor auge el arte de atraer al público mediante el artístico anuncio a que sirven de medio las fachadas y los vestíbulos de los teatros. De esto dan fe las ilustraciones que hemos publicado en sucesivos números. Durante el año de 1935, esta clase de anuncio, empleado con mayor extensión todavía, contribuirá eficazmente al aumento de las entradas de cuantos lo utilicen.

—Ya que estamos en ello: no se pierda de vista lo importante que es el uso del sello de la Paramount. Este sello, distintivo de nuestra Casa, debe comparear con frecuencia y en el puesto de honor que le corresponde.

—PARAMOUNT INTERNATIONAL NEWS cambia de cubierta en este número. Así debe ser, no solo porque año nuevo pide cosas nuevas, sino porque éste de 1935 trae novedades para la Paramount. Valga, empero, advertir

Brisson e di Mary Ellis e anche migliore che non si anticipasse! Non c'è dubbio—i films musicali della Paramount ci daranno il primo posto sul mercato cinematografico nel 1935.

—Paramount International News ringrazia cordialmente tutti gli amici della Paramount attraverso il mondo degli auguri pel Natale e pel Capo d'Anno fatti al personale dell'ufficio di Nuova York.

NOTICIARIO MENSAL DA
PARAMOUNT

(Continued from Page 11)

dos os paizes, provam que os filmes estão sendo bem apresentados e que esse é o caminho a seguir em 1935. Oxalá saibamos sempre dar provas patentes do nosso esforço em fazer a nossa marca soberana em todas as partes.

—E uma vez que disso tratamos, não nos esqueçamos, também, de anunciar em todas as ocasiões o nosso emblema estrelado. É preciso que o publico, de bem o conhecer, o identifique com o nosso bom producto.

—Notarão os nossos leitores que o PARAMOUNT INTERNATIONAL NEWS ostenta com este numero uma nova capa. Quer isto dizer que nos preparamos em 1935 para um anno muito melhor do que o que ha pouco se encerrou. Mas, seja como fór, a nossa publicação continuará a servir os nossos leitores com as noticias do seu interesse.

—Segundo informações recebidas do nosso Estudio de Hollywood, sabemos que o filme "All the King's Horses," obra musical de grande valor, está sahindo melhor do que se esperava, e não se esperava senão coisa muito boa. Carl Brisson e Mary Ellis, dois nomes fulgurantes, são as principais figuras do elenco.

—O PARAMOUNT INTERNATIONAL NEWS serve-se de suas columnas afim de transmittir a todos os seus votos de prosperidade no anno que agora se inicia. Outrosim, agradecem os directores da Paramount os votos de Boas Festas recebidos de todos os paizes, os quaes retribuem, com muitos agradecimentos.

PARAMOUNT NIEUWS

(Continued from Page 11)

overal goed vooruit. U zult zien, dat de kantoren, die in 1935, meer dan in eenig ander jaar, hun films met reclame campagnes exploiteeren, de beste resultaten verkrijgen.

En over reclame gesproken. Laat niemand het Paramount handelsmerk vergeten te gebruiken waar het maar eenigszins mogelijk is.

Paramount International News heeft eenige uiterlijke veranderingen ondergaan, om gelijken tred te houden met de veranderingen voor Paramount in het nieuwe jaar. De inhoud blijft evenwel ongewijzigd n. l. een orgaan van Paramounters voor Paramounters waarin nieuwsberichten betreffende al onze medewerkers opgenomen worden.

que tal cambio no implica en modo alguno que nuestra revista no siga siendo el medio más indicado para que nuestros lectores den cuenta de sus logros; acerca de los cuales, no hay ni para qué decirlo, deseamos recibir noticias con la mayor frecuencia posible.

—Según comunican de los Estudios, "Los Jinetes del Rey" ("All The King's Horses"), la película musical de Carl Brisson y Mary Ellis, sobrepasa a todo cuanto se esperaba de ella. No hay que dudarlo, señores; la Paramount tendrá la supremacía en 1935 con sus películas musicales!

—Los paramountistas de la Oficina Central le han pedido a PARAMOUNT INTERNATIONAL NEWS que exprese su agradecimiento a todos los legionarios que les han enviado sus felicitaciones de pascuas y año nuevo. Así lo hacemos con el mayor gusto.

"LEGONG"



Reproduced here are the three-sheet (top) and one-sheet posters for the very splendid Technicolor production, "Legong," which Paramount is distributing throughout the world. In these posters we have made every effort to indicate by color the fact that "Legong" is completely in color. The posters have been done in Spanish as guides for remaking in all countries which make their own posters.

'All the King's Horses' met Carl Brisson en Mary Ellis overtreft alle verwachtingen, volgens van ons studio ingekomen berichten. En dat is zeer zeker heuglijk nieuws. Het lijdt geen twijfel, dat Paramount in 1935 de meeste en beste muzikale films zal distribueeren.

Gaarne voldoen wij aan een verzoek om in dit nummer alle legionnaires te bedanken voor de door hen ingezonden Kerst—en Nieuwjaarsgroeten.



T E R R I F I C !

The news on Page Three about the Major Prize for the 1935 Quota Contest—and the Contest is simply for the first six months of the year, anyway—is just about the most terrific news that Paramount's International Legion has had walloped across to it in years.

If it socks you with the same stunning pyrotechnical display that it gave us, then all the forces in Christendom cannot withstand your efforts to a part-ownership in that prize. It is something fine and liberal and worth while. It bespeaks the new era which has become Paramount's right with the commencement of this New Deal Year of Nineteen Thirty-five.

We are giving you this month the essential news constituting the nature of the prize. Next month we will give you the essential details constituting the fabric of the contest in which the colossal sum mentioned on Page Three is *The Grand Prize*.

If ever you have wanted the supreme incentive to show to the world the stuff of which you are made: if ever you have wanted to step on the Paramount throttle and give your job 'the works'; if ever you have wanted to dare all creation in order to show that the race is to the strongest, the fastest, the wittiest and the most enterprising — then by all the gods of the Paramount Trade Mark's Mountain, here's your chance of chances!

PARAMOUNTLER DEUTSCHLANDS, WIR GRATULIEREN!

Die Paramountler aller Welt beglückwünschen die deutschen Legionnaire aufs Wärmste zum Sieg auf der ganzen Linie des Wettbewerbs für 1934. Deutschlands Legionnaire hatten den Wert eines frühen Startes, gepaart mit unermüdlichem Fleiss und Ausdauer bei einem Wettbewerb dieser Art wohl erkannt, und ihr doppelter Sieg hat bewiesen, dass sie sich in ihrer Kalkulation nicht getäuscht haben.

Vol. 2

No. 2

Issue of

February First, 1935

The Price per issue is simply Loyalty to Paramount's International Legion.

HIGHLIGHTS To Flick Your Fancy

If you don't call Five Thousand Dollars a 'highlight'—then it's just too bad.

In the local parlance, \$5000 would be—Five Grand, Five Thousand Smackers, Five Thousand Berries, Fifty Centuries etc. etc. But to us it's just the grandest goal we've ever aimed our aspirations at.

"The Lives of a Bengal Lancer" are certainly 'lives' that are going to live long in our memories, if the handwriting on the walls of the world means anything. We think it does, for there can be no gainsaying the super-enthusiastic statements of Messrs Graham and Goldman that you'll find in this issue.

A cast announcement of importance is the signing of Richard Barthelmess for the lead in "Small Miracle." Another one is the casting of Noel Coward for the lead in "Miracle in 49th Street."

Ever and anon our thoughts return to the \$5,000 stacked up for Contest Prizes, and the happiness that it is going to bring to so many Paramounteers in several spots throughout the world.

Knowing how sensationally successful "Bengal Lancer" has been in New York City, our fancy is flicked (to use our heading) by the thought of the great doings that there will be in London when the picture launches forth in a blaze of glory at the Carlton Theatre.

We sincerely believe that of the three Carlos Gardel films made in New York City, the current one, "El Dia Que Me Quieras" will be easily the most successful.

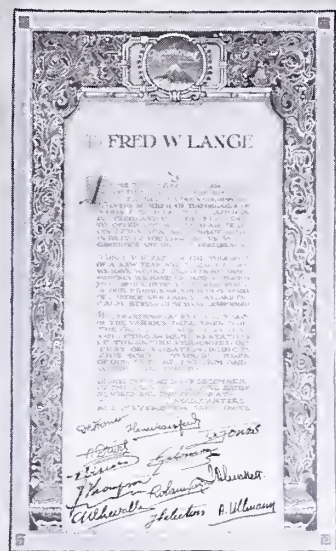
Our truly wholehearted congratulations to the Paramounteers of Germany for their double-barrelled victory in the inspiring contest of 1934, just concluded. They certainly demonstrated that an early lead means much of the winning of the battle.

The title of the new Mae West film has been definitely set as "How Am I Doing?" It is practically through filming and is hailed as her best film to date.

Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

Vol. 2 February, 1935 No. 2



Reproduced above is an illuminated testimonial, with text in English, which was presented to General Foreign Representative Fred W. Lange just before he left Paris on the occasion of his recent trip to New York City. The testimonial was by the executives of the French organization and testified to the affectionate regard in which the entire French Paramount family had come to hold Mr. Lange in the year which he had spent among them as their leader. The testimonial hangs in a preferred position above Mr. Lange's desk in Paris.

NEXT MONTH

Many very important items were held out this month due to great pressure of space occasioned by the new Contest Announcement. Therefore, for the benefit of contributing readers, among other items which will appear next month are:

Exceptional letters from Messrs. Fohles and Liebschirndt.

Tenth Anniversary Celebration of Paramount's Capitol Theatre in Melbourne.

Newlywed photographs of Mr. and Mrs. Piper and Mr. and Mrs. Luraschi.

A tribute to the 3 winners of the 1934 Contest—Messrs. Gus Schaefer and G. P. Vallar, and the winner of the "Outstandings," as yet unrecorded for reasons set forth on this page.

A lot of important copy from La Division de Fr—the French Paramounteers.

All of this being in addition to new copy received between now and the time of going to press.

Stepping From One Greatness to Another

Paramount's International Legion has just completed the 1934 Contest, and the plaudits of all of the Company's major executives should be ringing in the ears of all of the participants. Real hearty and sincere plaudits they are, too, for the effort was a magnificent one and the achievements shall forever be regarded as milestones in the organization's progress. Messrs. Schaefer and Vallar, and all of their associated Paramounteers have done magnificently.

This 1934 Contest was more than a memorable achievement, however, it was a demonstration to inspire in the Company's leaders the faith to announce a new and bigger contest, with rewards which far outweigh in size and importance anything ever before offered in our Legion's history. This contest we proudly announce in this current issue, and we offer it with a greater measure of happiness than has ever attended any such announcements because of the fact that the scope of each of the awards is such that every man and woman, boy and girl, no matter how humble his or her post in the Paramount family, is placed within the reach of the prize money.

You all have before you the magnificent example of Germany's double-barrelled win in the 1934 Contest, and you must know that this exceptional victory was largely contributed to by Germany's early securing of the lead. If the parables mean anything to you—and they should—then regard well the one which says: "Go thou and do likewise!"

Next month we will have first standings of the 1935 Contest of the Stalwarts. We sincerely hope that *your* favorite division is in the lead. Best of luck to you all—but remember that it takes more than luck.

JOHN W. HICKS, JR.

1934 CONTEST SAW GERMANY WINNING BOTH DIVISION AND BRANCH PRIZES. OUTSTANDINGS WINNER NEXT MONTH

The early lead secured by Germany was too major an obstacle to all other Paramounteers, with the result that the Reich Paramounteers romped away with both Division and Country prizes. Pratchett did make a magnificent spurt from Fifth of last month to Third, for which, plaudits!

The just as important prize for the branch manager whose office made the best showings on the clearing up of outstanding accounts, cannot be announced until next month, since all of the figures are not yet in, and there is considerable work to be done after they have been received.

BY DIVISIONS

1. Schaefer, Germany
2. Peereboom
3. Pratchett
4. Balance
5. Graham
6. Nathan
7. Aboaf
8. Sussman
9. Villar
10. Schaefer (Central Europe)
11. Day
12. Kennebeck
13. Klarfeld
14. Cochrane
15. Messeri
16. York

BY COUNTRIES

1. Germany
2. Uruguay
3. Jugo Slavia
4. Holland
5. Cuba
6. Philippines
7. Finland
8. Peru
9. Panama
10. Romania
11. Hungary
12. India
13. Great Britain
14. Italy
15. Argentine
16. Mexico
17. Brazil
18. Colombia
19. Australasia
20. Poland
21. Austria
22. Chile
23. France
24. Guatemala
25. Porto Rico
26. Spain
27. Denmark
28. China
29. Norway
30. Latvia
31. Japan
32. Sweden

WE DARE YOU NOT TO LOOK AT THE OPPOSITE PAGE!

\$5,000 00 IN CASH

IS A LOT OF MONEY IN ANY PART OF THE WORLD

FIVE THOUSAND DOLLARS IN CASH will be awarded in Prizes in the 1935 International Contest which actually got under way one second past midnight on December 31st last.

The awards are being so fashioned that it will be possible for *any* and *every* Paramounteer to share in them, no matter what his or her position with the organization may be. The distribution of prizes covers every employee from Division Manager to office boy. Even the office pet, if there be one, will secure an extra supply of rations in the event of victory.

The awards constitute, by many times, the greatest incentive to sensational efforts that Paramount's International Legion has ever known, and the Company's executives are sanguine that the resultant efforts will be proportionately great.

We announce this month simply two details.

(a) That the awards will be all-encompassing so far as the Paramount International Legion is concerned, and will total Five Thousand Dollars (\$5,000). Contest is for first 6 months of 1935.

(b) It is tremendously important that every Division Manager institute immediately a sweeping branch drive within his own territory. Detailed instructions concerning this undertaking have been sent by letter from New York.

Next month we will also do two things. (a) We will get down to more details in connection with this exciting event. (b) We will publish the first figures indicating those sections of the Legion which have realized the value of an early start.

EEN VRACHT NIEUWS

Het doet ons veel genoegen U met deze editie meer opzienbarende gemengde nieuwsberichten te brengen, dan in de laatste maanden.

In de eerste plaats maken wij de bijzonderheden bekend van den nieuwen prijskamp om de eereplaats aan het eind der eerste zes maanden van dit jaar, alsmede het nieuws dat de voor geldprijzen beschikbaar gestelde \$5000 verdeeld zullen worden op een wijze, die U ter plaatse uiteengezet zal worden. Ofschoon het instellen van een nieuw concours de hoofdschotel van onze nieuwsberichten vormt, kunnen wij niet nalaten er Uwe aandacht op te vestigen, dat alle Paramounters aan dit concours kunnen deelnemen.

Voorts het verblijdende nieuws omtrent het succes van 'Lives of a Ben-

gal Lancer,' dat niet alleen uitbundig succes had in het Paramount Theater, te New York, doch ook in overzeesche gewesten waar de film luiden bijval oogstte van de Paramounters, die reeds het voorrecht hadden 'Bengal Lancer' te zien. De Heer Hicks vertrouwt dat deze film als internationale schlager huizenhoog zal uitsteken boven de grootste films, welke Paramount dusver heeft vervaardigd. De film zal natuurlijk veel gewicht in de schaal leggen bij het bepalen van den stand in het concours.

De rolverdeling in Walter Wanger's twee Paramount productie draagt een internationaal karakter. Bovenaan prijkt Claudette Colbert, gevolgd door Charles Boyer en dan Joan Bennett, Joel McCrea en Steffi Duna. De titel dezer film is 'Private Worlds'!

Noel Coward, de beroemde toneelschrijver verleent zijn krachten zoo-

wel als acteur en als auteur aan Paramount's film 'Miracle in 49th Street,' waarvoor Ben Hecht en Charles McArthur het scenario schreven hebben.

Wij geven U in overweging de elders in deze editie voorkomende bijzonderheden aangaande het concours voor U te laten vertalen, te einde te kunnen meedingen naar een brok van de nitgelooft \$5000.

'Wings In The Dark' is buitengewoon geschikt vor buitenlandse distributie, daar in deze film meer actie en minder dialoog voorkomt dan gewoonlijk. De vertolking der hoofdrollen door Myrna Loy en Cary Grant is schitterend.

Wij hebben zulk 'n massa magniefiek reclame materiaal uit het buitenland ontvangen, dat wij er ons geen raad mee weten. Met elkaar vormt het 'een stapel zoo hoog als het Paramount Gebouw. Wij kunnen er

tot ons leedwezen maar zeer weinig van opnemen. Toon dus wat geduld als ge het door U ingezondene niet in dit nummer afgebeeld vindt. Wij bewaren het voor later. Intusschen laten wij het meester ervan in het Hoofdkantoor circuleeren en daarna vindt het zijn weg naar de particuliere collectie van den Heer DeMille.

Deze maand is wederom een Paramount Theatre — het Paramount Theater, te Glasgow, Scotland—toegevoegd aan onze serie theaters. Het verslag ervan vindt U elders afgedrukt. Onze theaters zullen weldra de wereld omgorden.

De nieuwe Marlene Dietrich film is af, maar voert nog den voorlooptitel van 'Caprice Espagnol.' Volgens berichten uit ons studio is dit de beste productie sinds Marokko. Evenals in die gedenkwaardige film, zingt Marlene Dietrich ook in deze rolprent twee liedjes.

LES PLUS GRANDES NOUVELLES PARAMOUNT DEPUIS DES ANNEES

Ce mois-ci nous éprouvons un plaisir extrême à vous donner les nouvelles les plus sensationnelles dont nous avons pu vous faire part depuis une bien longue période de temps.

Avant tout, il nous est agréable de vous annoncer le Concours des premiers six mois de 1935—y compris la nouvelle d'un prix en argent de cinq mille dollars dont la distribution se fera d'une manière qui sera décrite par votre bureau régional. Bien que nous considérions cette nouvelle comme étant de première importance, le point qui nous plaît le mieux est que la division du prix en argent a été prévue de telle manière qu'il est possible à tout Paramountais, quelque soit sa fonction, d'en toucher une partie. On vous expliquera sur place comment cela se fera.

Comme autre nouvelle de première grandeur, nous avons "The Lives of a Bengal Lancer," qui n'a pas seulement emporté un formidable succès à sa première représentation mondiale au Paramount Theatre à New York, mais a recueilli les acclamations des heureux Paramountais d'outre-mer qui ont eu le privilège de le voir. "Bengal Lancer" a plus que rempli les promesses faites avant sa projection sur l'écran. M. Hicks est convaincu que ce film-là sera reconnu internationalement comme une des plus grandes productions Paramount parues jusqu'à ce jour. Ce film sera évidemment d'une aide considérable dans le Concours des six premiers mois de cette année.

Les artistes qui participeront à la seconde production Walter Wanger pour Paramount forment une pléiade réellement internationale. En tête se trouvent Claudette Colbert et Charles Boyer, ainsi que Joan Bennett, Joel McCrea et Steffi Duna. Ce film a comme titre "Private Worlds."

Noel Coward, un des plus célèbres dramaturges dans le monde entier, sera à la fois auteur et acteur dans la nouvelle pièce Ben Hecht-Charles MacArthur pour Paramount "Miracle in 49th Street."

Si vous ne comprenez pas les informations données d'autre part dans ce numéro concernant votre part dans le prix de cinq mille dollars du Concours (si vous êtes gagnant) ne manquez pas de vous faire traduire l'article en question. C'est là le message le plus personnel que nous vous ayons jamais adressé.

"Wings in the Dark" vous plaira comme film émouvant et plein d'action. D'abord, les péripéties prédominent sur le dialogue, et cela, c'est d'une importance capitale à notre point de vue. Le jeu de Myrna Loy et de Cary Grant est réellement splendide.

Nous recevons une documentation tellement considérable sur l'exploitation du film "Cleopatra," et c'est une documentation magnifique, que nous ne savons comment résoudre le problème de la publier en entier. A l'instant où nous écrivons, il s'élève sur notre bureau une pile d'admirable documentation presque aussi haute que le Paramount Building lui-même. Nous

(Continued on Page 12)

"EL DÍA QUE ME QUIERAS," LA NUEVA PELICULA DE GARDEL, QUEDARA TERMINADA EN ESTOS DÍAS

Ya a punto de entrar en prensa este número de PARAMOUNT INTERNATIONAL NEWS, pide espacio en estas columnas una noticia de singular importancia, procedente de los estudios cinematográficos de Astoria, los mismos de los cuales han salido tantas notables películas de la Paramount. Tal noticia es que acaba de filmarse la última escena de "El día que me quieras."

En la presente ocasión, como en las anteriores en que se llevaba a escena "Cuesta abajo" y "El tango en Broadway," hemos seguido paso a paso la labor de Carlos Gardel y de los demás actores. Y con la completa seguridad de que los hechos han de sacarnos verdaderos, aseguramos que esta película será una de las mejores de la producción en castellano.

Carlos Gardel, aparte de no escatimar las canciones, de las cuales hay en esta película mayor número que en las otras, da señaladas muestras de habilidad dramática. Muy equivocados andamos si no ha de ser esta producción de las que en mayor grado contribuyan a afianzar la merecida fama de que ya goza el excelente tenor y cordialísimo actor entre todos los aficionados al cine. Al cantar el tango de la escena de la muerte de su compañera, Gardel le ha dado a la pantalla una interpretación difícilmente igualable.

Es asimismo digna de nota la expresividad con que desempeña Rosita Moreno su doble papel de la mujer amada y de la hija en la cual ve el amante infeliz cuanto el tiempo le dejó de un pasado lejano. No deben olvidarse, por otra parte, los números de baile en los cuales da la gentil artista renovadas pruebas de su dominio del arte de la danza.

Ni es posible dejar de hacer mención del reparto en que sobresalen Tito Lusiardo, al cual se trajo de Buenos Aires para esta película, Manuel Peluso, Susan Dulier, Celia Villa y otros artistas de reconocido mérito.



Una de las escenas que siguen a la de la boda en "El día que me quieras," la nueva película de Carlos Gardel para la Paramount. De izquierda a derecha: Celia Villa, Manuel Peluso, Gardel, Rosita Moreno, Susan Dulier y Tito Lusiardo.

ESTE MES HA RESULTADO MAGNÍFICO EN CUANTO A NOTICIAS DE PARAMOUNT

—Mucho tiempo hacía que no se venían a la mano noticias que igualasen, tanto por su número cuanto por su importancia, a las que con grandísima satisfacción damos este mes.

—Rompe la marcha la relativa al Primer Semestre del Concurso de 1935, a la cual acompañan las del Premio de Cinco Mil Dólares que se distribuirán en la forma que explicarán en cada localidad los encargados de ello. Con ser ésta noticia de primer orden, hay algo que nos complace más que la noticia en sí misma; y es, que, por la manera como se ha arreglado la distribución del Premio, todo paramountista, sea cual fuere el empleo que desempeñe, podrá tener participación en él. Como haya de procederse para esto, será materia de información local.

—No menos que la anterior ha de

entusiasmar a todos la noticia de que "Tres Lanceros de Bengala" ("Lives of a Bengal Lancer"), a más de haber tenido lucidísimo estreno mundial en el Paramount Theatre de Nueva York, ha hecho batir palmas y prorrumpir en vítores a cuantos paramountistas de otros países la han visto hasta ahora. Verdad es que esta película cumple con creces cuanto se había prometido al anunciarla. El señor Hicks abriga la más completa seguridad de que "Tres Lanceros de Bengala" descollará en el campo internacional como una de las mayores producciones de la Paramount. Y huelga decir que ha de ser importantísimo elemento de buen éxito durante el primer semestre del Concurso de este año.

—El reparto de "Private Worlds," la segunda producción de Walter Wanger para la Paramount, será verdaderamente cosmopolita. Ocupan el primer puesto Claudette Colbert y Charles Boyer, a los cuales secundan

(Continued on Page 6)

DIE BEDEUTENDSTEN PARAMOUNT-NACHRICHTEN DES JAHRES

Wir sind seit langer Zeit nicht in der Lage gewesen Ihnen derartig sensationelle Neuigkeiten zu bringen, wie in diesem Monat.

Ganz besonders wird Sie die Bekanntgabe des Wettbewerbs für die ersten sechs Monate in 1935 interessieren, wie auch die Verteilung der Geldpreise in Höhe von 5,000 Dollar, über die Sie alles Nähere von Ihrer Filialleitung erfahren werden. Wenn diese Neuigkeit schon an und für sich grosse Begeisterung auslösen wird, so ist die Tatsache, dass die Preisverteilung dieses Mal derartig arrangiert ist, dass für jeden einzelnen Paramountler, ganz gleich welche Stellung er bekleidet, die Möglichkeit besteht, einen Preis davon zu tragen, ganz besonders wichtig. Auch hierüber hören Sie ausführlich von Ihrer Filiale.

"The Lives of a Bengal Lancer," welcher eine grossartige Weltpremiere im New Yorker Paramount Theater erlebte, ist auch bei denjenigen überseeischen Filialen, welche bereits Gelegenheit hatten diesen packenden Grossfilm zu sehen, mit ungeheurer Begeisterung aufgenommen worden. Der Film hat alle vorausgegangenen Erwartungen mehr wie übertroffen, und Mr. Hicks nimmt mit aller Bestimmtheit an, dass "The Lives of a Bengal Lancer" in aller Welt durchschlagenden Erfolg verzeichnen und sich zum grössten Paramountfilm aller Zeiten gestalten wird. Dass er eine grosse Hilfe für die erste Hälfte des neuen Wettbewerbs sein wird, braucht wohl nicht weiter erwähnt zu werden.

Walter Wangers' zweiter Film für Paramount "Private Worlds" weist eine ganz internationale Besetzung auf. In den Hauptrollen sind Claudette Colbert, Charles Boyer, Joan Bennett, Joel McCrea und Steffi Duna zu sehen.

Sollten Ihnen unsere Ausführungen betreffs der \$5,000 Preisverteilung, die auf einer anderen Seite dieser Ausgabe zum Abdruck gelangten, nicht ganz verständlich sein, so raten wir Ihnen sich dieselben von Ihrer Filiale übersetzen zu lassen.

Wir erhalten immer noch eine Unmenge von Reklame- und Propagandamaterial bezüglich "Cleopatra," und wir wissen tatsächlich nicht mehr wo wir es unterbringen sollen. Wir werden soviel wie möglich in unserem Hausorgan zum Abdruck bringen. Sollten Sie Ihr Reklamematerial nicht in dieser Ausgabe vorfinden, so bitten wir Sie sich zu gedulden. Inzwischen wird ein grosser Teil des Materials hier in der Zentrale gezeigt und daraufhin Mr. de Mille für seine persönliche Sammlung überreicht.

Ein neues Glied in Paramount's wachsender Theaterkette ist das Paramount Theatre in Glasgow, Schottland. Diesbezügliche Einzelheiten finden Sie auf einer anderen Seite.

Marlene Dietrich's neuester Film ist vollendet und vorläufig "Caprice Espagnol" betitelt worden. Laut Atelierberichten ist es ihr bester Film seit "Marokko," und auch hier singt sie, ganz wie in "Marokko," zwei Lieder, die sicherlich bald als Schlager Furore machen werden.

MANY ARE THE WAYS PROVIDED FOR YOU TO KNOW YOUR PRODUCT

Headline News on New Product

Herbert Marshall has been signed to a new Paramount contract covering four pictures, three to be made during 1935 and one during 1936.

The fastest and funniest musical comedy on New York's stage this year, "Anything Goes," has been bought by Paramount for Bing Crosby, W. C. Fields and Queenie Smith.

The cast of Mae West's new film, "How Am I Doing?" is the most international of any Paramount picture made during the past several months. In addition to a Britisher, Paul Cavanagh, in the lead, this cast also includes Ivan Lebedeff, Tito Coral, Ardienne A'Ambricourt, Lucio Villegas, Mona Rico, Vladimir Baikoff, Julian Rivero and Ramon Ros. The reason: more than half of the picture's action is set in Argentina.

Cecil B. De Mille's cast for "The Crusades," now more than four weeks in work, includes Henry Wilcoxon, Loretta Young, Katherine DeMille, Ian Keith, William Farnum, Hobart Bosworth, Pedro de Cordoba and Montagu Love.

Cesar Romero, who has scored a notable triumph opposite Marlene Dietrich in "Caprice Espagnol," stays on at Paramount to enact a role in "Hold 'Em Yale."

"Stolen Harmony," a musical drama being directed by Alfred Werker, has George Raft, Ben Bernie, Grace Bradley and Iris Adrian in the cast.

In addition to her superlative work in "Rumba," Paramount offices will also have a film of Margo to be made during the next couple of months. The young Spanish dancer is regarded very highly in production circles.

Tullio Carminati, who did notable work in "One Night of Love," will be with Mary Ellis in "Two On A Tower."

Walter Wanger has placed the noted radio singer, Frances Langford, under exclusive contract for his Paramount productions. He also has under this type of contract Charles Boyer, noted French player; Peggy Conklin and Henry Fonda.

WALTER WANGER'S PRODUCTION PLANS

With "The President Vanishes" completed and already screened in several territories, you will be interested in reviewing the additional pictures scheduled by Walter Wanger for release through Paramount.

"Private Worlds" is already in process of filming in Hollywood, this second of the Wanger productions having a most unusual locale, that of an institution for the mentally unbalanced. The cast is announced on this page.

Then will follow "Shanghai," from the amazing story in the January issue of Fortune Magazine. Fourth of Wanger's productions will be an air epic, "Clipper Ship," with most of the action transpiring on an air liner between the United States and South

Then the Vienna Boys' Choir will be filmed in Paramount's Hollywood Studio. There will probably be several more international numbers added before the picture's completion.

America. The picture will be filmed with the co-operation of Pan-American Airways.

There appears to be little doubt that Mr. Wanger is striving for the ever desirable international appeal in his series of six productions, two of which still remain to be announced.

"CLEOPATRA" SWEEPS THE ORIENT

Cleopatra may have done her charming in Egypt and Italy a couple of thousand years ago, but the Orient of today has fallen for her in a big way, according to cabled advice received by Mr. Hicks, from Tom D. Cochrane, Paramount's General Manager in the Orient.

Tom states that DeMille's production of "Cleopatra" smashed all records in Shanghai and performed a similar feat in Tokyo where for the first time in history three major first-run theatres played the picture day and date for two weeks, a hitherto unheard of accomplishment.



GRAND CAST FOR WANGER-PARAMOUNT FILM

"Private Worlds," second of Walter Wanger's productions for Paramount release is now being filmed in Hollywood under the direction of Gregory La Cava. As distinguished from the Wanger production which preceded it, it proudly claims one of the finest star casts of any picture of recent months. Claudette Colbert has the principal role, supported by Charles Boyer, Joan Bennett, Joel McCrea and Steffi Duna, all of whom are shown above. At top are the Misses Colbert and Bennett, below are Joel McCrea and Steffi Duna, and in the centre is the Continental idol, Charles Boyer.

PRODUCTION BRIEFS

Ida Lupino is back from a vacation in England and has resumed work under her Paramount contract. Her first new performance will be with Mary Ellis in "Two On A Tower." Just try and guess which Tower it is.

"Small Miracle," the Broadway dramatic hit purchased recently by Paramount, is in work right now as an Arthur Hornblow production. The leads are being played by Richard Barthelmess, Helen Mack and Joe Morrison.

Alison Skipworth has signed a new Paramount term contract.

Adolphe Menjou has one of the leads in "The Milky Way," the new type of boxing comedy that Paramount has developed. Also in the cast are Betty Furness, Gertrude

NOEL COWARD STAR IN A PARAMOUNT RELEASE

Third of the Hecht-MacArthur productions to be made for Paramount release is "Miracle in Forty-Ninth Street," which has been written by Hecht and MacArthur. It will star none other than Noel Coward, one of the foremost playwrights of the day, and will be filmed in the Astoria Studio. Details of the supporting cast will be made known to you shortly.

Michael and Roscoe Karns.

Not only did the sensational dancing team of Velez and Yolanda coach George Raft and Carole Lombard for their tricky effective dance numbers in "Rumba," but they also do a spectacular dance themselves in the picture. They were last seen in "Many Happy Returns."

Carole Lombard will have the lead opposite Bing Crosby in "Sailor Beware." This spot was formerly announced for Constance Bennett.

Helen Vinson has taken the place of Steffi Duna in "Private Worlds," due to Miss Duna's serious illness.

Sylvia Sidney has two pictures in work. She is being filmed in "The End of the World," and when this is completed she will do "Morning, Noon and Night."

Kitty Carlisle, her New York vacation ended, has returned to Hollywood preparatory to starting work in Paramount's operetta, "The Rose of the Rancho."

"THE BIG BROADCAST" GETTING FINE INTERNATIONAL FLAVOR

Filming has already commenced on "The Big Broadcast." The first number shot was that of Carlos Gardel, and was filmed in the Long Island Studio. Shortly, Richard Tauber will be filmed in Paramount's Paris Studio, singing two great numbers.

WE GUARANTEE THE PRODUCT TO MATCH YOUR CONTEST EFFORTS

DE STORSTA
PARAMOUNTNYHETERNA
PA ARATAL

Denna månad ha vi det oerhörda nöjet att kunna meddela eder mera nyheter av sensationellt värde, än vi ha kunnat ge eder på mycket länge.

Först av allt ha vi nöjet att kunna delge eder pristävlingen för år 1935, som innesluter de första sex månaderna av detta år—tillsammans med nyheterna om det 5000 dollars stora priset, som kommer att förklaras för eder alla på ort och ställe, hur det kommer att utdelas. Trots att vi anse denna nyhet av allra första rang, är den inte så viktig som, att utdelningen av dessa prispengar har blivit arrangerad på ett sätt, som gör det möjligt för varje "Paramountär"—det gör det samma vem det vara må—att kunna vinna något. Hur detta kommer att möjliggöras, kommer som sagt att förklaras för eder alla personligen.

Den nästa stora nyheten är den, att "The Lives of a Bengal Lancer" är en oerhörd stor succés och spelar för fulla huss på Paramountteatern i New York, och har också blivit mottagen med rungande hurrarop av de "Paramountärer" från andra delar av världen—som ha haft det stora nöjet att se filmen. "Bengal Lancer" har även överträffat de lovord, som sjungits till dess lov. Mr. Hicks är mer än övertygad om, att denna film kommer att bli ansedd som den största film Paramount någonsin gjort—även i andra länder. Detta kommer att bli av oerhörd vikt i samband med pristävlan, som sträcker sig över de första sex månaderna av detta år.

En verkligt internationell rollbesättning är en av höjdpunkterna i Walter Wangers nästa film för Paramount. Rollerna innehavas av Claudette Colbert och Charles Boyer samt Joan Bennett, Joe McGrea och Steffi Duna. Filmen heter "Privat Worlds."

Noel Coward, en av de mest kända författarna världen över, skriver manuskriptet och kommer även att spela i den nya Ben Hecht—Charles



PAIR OF FUNSTERS

"Captain" W. C. Fields, navigator de-luxe of the "Mississippi" River in the picture of that title, greets Irvin S. Cobb, internationally renowned humorist, on one of the Paramount studio stages. The funniest thing about funsters is that they scarcely ever crack a smile when in each other's company.



RUMBA-LEGS IN A FLASHING FILM

"Rumba," concerning which there is a report on another page, has, in addition to its stirring drama and overpowering music, more feminine pulchritude than we have seen in a Paramount picture in an age of blue moons. The above is offered as a trim sample, and if you will observe the left-hand section of our illustration you will see that the line is patrically endless.

However, it is our duty to report that the principal ingredients of "Rumba" are scintillating dance and drama performances by George Raft, Carole Lombard, Margo, Lynne Overman and Gail Patrick.

MacArthurfilmerna för Paramount, "Miracles in 49th street."

Om ni inte förstår de fördelar, som ni kommer att få av tävlingspengarna—de 5000 dollarvinsterna—(om ni vinner)—vilka förklaras på en annan sida, be att någon översätter det för er. Detta är nämligen det mest personliga budskap vi någonsin ha delgivit eder.

"Wings in the Dark" är en äventyrsfilm, som ni alla böra vara mycket glada över. Denna film har framför allt mera handling än tal, som gör det till en oerhörd viktig film för oss. Myrna Loy och Cary Grant spel är underbart.

Så mycket underbart annonseringsmaterial kommer in från alla håll om "Kleopatra" att vi just inte ha löst gåtan var att sätta in det. Vid detta tillfälle är vårt skrivbord så fullt av glänsande bevis på enastående exploitation, att det när nästan lika högt upp som Paramounts skyskrapare. Vi skola använda så mycket av det som möjligt, men om ni inte ser just edert inslag i detta nummer, förlora ej modet. Det kommer in förr eller senare. Under tiden cirkuleras allt mellan de olika kontoren här—och i kontorets egen tidning—och sändes sedan ut till vår ateljé, för att inslutas i Mr. DeMilles privata samling.

Denna månad öppnas åter en ny Paramountteater i Glasgow, Skottland—en underbart vacker teater, ett värdigt inslag bland de bästa teatrar i världen. Allt om denna teater återfinnes på en annan sida. Kedjan av teatrar jorden rundt förlänges.

Marlene Dietrichs sista film är nu färdig. Den går fortfarande under namnet "Caprice Espagnol." Nyheterna från ateljén påstå, att det tvivelstutan är hennes bästa film sedan "Morocco." Glöm inte, att hon sjunger två sånger här, precis som hon gjorde i denna populära film.

HELEN JEPSON, PARAMOUNT STAR, HAS NEW YORK OPERA DEBUT

HELEN JEPSON
Blonde and Golden Voiced

Helen Jepson, blonde opera star recently signed by Paramount, and scheduled for early work in our Hollywood studio, made her debut on January 24th at the Metropolitan Opera House in New York City in an American opera, "In the Pasha's Garden." Of her performance the musical critic of "The News" (1,350,000 copies a day) says, under the headline of "Jepson A Find":

"Of Helen Jepson, it is pleasant to report that she is a platinum blonde beauty, exquisite of figure, with a lovely lyric voice of great range and ample for the vast reaches of the Metropolitan Opera House Her debut was marked by complete poise, grace of body and excellent singing."

All of the other New York daily newspapers reported in like vein on Miss Jepson's great value as a new opera star.

A NOTE FROM CARL P. YORK

When he sent us the picture of the exterior of the China Theatre, Stockholm, on the occasion of the premiere of "Cleopatra," Carl also stated that among other things he was looking forward with ill-concealed impatience to DeMille's new production, "The Crusades." He also said:

"It is a great start we have made for 1935. With the product announced we are full of optimism and everybody is Hell-bent on moving up to first place in the Contest for 1935."

NOTICIAS DE PARAMOUNT

(Continued from Page 4)

Joan Bennett, Joe McGrea y Steffi Duna.

Noel Coward, que a más de ser autor de obras que le han conquistado puesto de honor entre los dramaturgos contemporáneos es actor notabilísimo, interpretará uno de los papeles de su propia obra "Un milagro en la calle 49" ("Miracle in 49th Street"), nueva producción de Ben Hecht y Charles MacArthur para la Paramount.

Aparecen en otro lugar de este número informaciones relativas a la parte que tocará a usted en el Premio de \$5 000 ofrecido para el Concurso... si logra contarse entre los vencedores. En caso de que no le resulten perfectamente claras, no dude de hacer traducir estas informaciones, que son acaso las de carácter más personal que hemos publicado.

"Alas en la sombra" ("Wings In the Dark") es película muy movida y de mucha intensidad dramática. Circunstancia que la recomendamos de manera especial a nuestra atención, es la de que el diálogo quede relegado a segundo lugar por lo expresivo de la acción. Myrna Loy y Cary Grant están realmente espléndidos en los papeles principales.

Es tanta y tan notable la información gráfica que estamos recibiendo en estos días acerca de la campaña de reclamo y anuncio de "Cleopatra," que no sabemos cómo hacer para darle la publicidad a que es acreedora por todos conceptos. De los rimeros que van alzándose en nuestra mesa de redacción, el menor de los cuales amenaza rivalizar en altura con el propio Edificio de la Paramount, iremos eligiendo el mayor número posible de fotografías para darlos cabida en estas páginas. Entre tanto, son muchas las que circulan en la Oficina Central, antes de pasar a los Estudios, que las pondrán a la disposición de Cecil B. de Mille para que enriquezcan su colección particular.

Un nuevo teatro de la Paramount, el inaugurado este mes en Glasgow, Escocia, aumenta la lista de los que gozan de merecida fama mundial. En otro lugar damos información acerca de ello. ¡Mientras más, más contentos!

La más reciente de las películas de Marlene Dietrich, a la cual se ha dado provisionalmente el título de "Capricho español" ("Caprice Espagnol"), está ya lista para la pantalla. Por lo que nos comunican de los Estudios, es de lo mejor que ha hecho la Dietrich de "Marruecos" para acá. Tómese nota de que en ésta, lo mismo que en aquella inolvidable producción, hay dos números de cantos de la Dietrich.

What Your Share of the
\$5,000.
Prize Money can give you
Gifts for the Wife & Kiddies
A Grand Vacation
Money in the Bank
Trips to the Seashore
A Round of theatregoing
That additional insurance
More toys for the nursery
That Dining Room Suite
Underwear and Silk Stockings
Candy whenever you want it
That envied set of Golf Clubs
New tackle for the fishing season
New Books for the Library

WHAT'S GOING ON IN THE PARAMOUNT WORLD

Australia, as a compliment to the high and steadily improving quality of Paramount product, as well as to the personnel of the Hollywood Studio, has designated March as "Production Month."

India was extremely happy to hear about the acquisition of Jan Kiepura. General Manager Charles Ballance cabling to Mr. Hicks as follows: "Your splendid letter announcing engagement Kiepura and other stars to appear in Paramount musicals most welcome news. This office very happy and assures you consistent grosses with the great musicals planned."

While we are telling about the Indian cables we should also mention that Mr. Ballance said, in addition: "'Cleopatra' current Bombay sensation."

According to the rotogravure section of The New York Times, Gladys Swarthout, Paramount star, is one of the four best-dressed women of New York City.

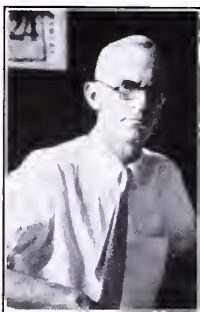
Home Office, at the Crossroads of the World, was very happy to have as a visitor around Christmas time, Leo Horster, salesman in the Berlin exchange. Among other things, he predicted tremendous success in his part of the world for "Lives of a Bengal Lancer."

Tokyo (Japan) Manager J. W. Piper, in Los Angeles on vacation after a business trip to New York City, telegraphed Mr. Hicks as follows: "Just conscripted new life member into your Paramount Foreign Legion." In plainer language, he took unto himself a California bride, and on behalf of the entire Legion we bid this fair new Legionnaire a most hearty welcome to our ranks.

Another one to rave about the Jan Kiepura announcement was the Leader of the Gauchos, John B. Nathan, who airmailed from Buenos Aires the following piece of enthusiasm: "This is marvelous news, inasmuch as Jan Kiepura is a definite box-office name. This gives us just so much more enthusiasm for the coming year."

"Paramount Service," which reaches us regularly from Calcutta, where it is produced by General Manager Charles Ballance, shows splendid evidence of the fine pioneering work that it is doing on behalf of the exhibitors of India. We are happy to note the constantly growing use of the Trade Mark in this Paramount publication.

It was a very nice gesture on the part of the French Paramount organization to dedicate the January 1935 issue of "La Paramount Française" to "The American Paramounteers." The two center pages carried a layout of pictures of the Home Office Legionnaires, and the whole issue was quite easily the best one to date. Editor Jack Plunkett certainly knows how to extract the maximum of news from the French organization.



J. A. GROVES

Newest portrait study of John A. Groves, Paramount's general manager in Java, Straits Settlements and adjacent territories. Mr. Groves made recent trips to India, Burma and Siam. He forecasts wonderful business for "Cleopatra" and Paramount's other major films in the territories under his jurisdiction.

S. R. Sozio, whose likeness is shown here, has been appointed Manager of Paramount News in Paris, to replace the late regretted Edmund Dascomb. He has had very extensive European service in behalf of the Paramount newsreel.



S. R. SOZIO

Our heartfelt congratulations to Andre Ulmann, Director General of the French Theatre organization, who has been decorated with the Order of the Legion of Honor by the French Government.

From Zagreb, Yugoslavia, the wedding bells have told us of the marriage, early in January, of Mr. and Mrs. Marian Felix Jordan. We hasten to extend to them, on behalf of Paramounteers throughout the world, heartfelt congratulations and best wishes.



GREAT BRITISH SOLDIER IN HOLLYWOOD

Viscount Byng, the eminent British general who commanded the Canadian soldiers at Vimy Ridge in the Great War, is shown here with Paramount's Vice President in charge of production, Emanuel Cohen, on one of the sets of "The Crusades." Left to right in the above picture are: Henry Wilcoxon, who will play Richard the Lion-Hearted; Viscount Byng, Mr. Cohen, Lady Byng, and Director-General of "The Crusades," Cecil B. DeMille.

HISTORIC CABLE

When British Managing Director J. C. Graham viewed "The Lives of a Bengal Lancer" he sent the following cable to Mr. Hicks:

AFTER VIEWING "LANCER" WE ALL PROUDLY CONSIDER IT THE GREATEST PARAMOUNT TALKING PICTURE FOR THIS MARKET SINCE "THE LOVE PARADE." IT OPENS CARLTON WITH BIG SPECIAL PREMIERE JANUARY THIRTY-FIRST.

This means that in next issue we will have a lot of spectacular evidence of this premiere.

THIS SPIRIT IS STRONG
CONTENDER FOR SHARE
OF THE \$5,000

It's a cable! A cable from Vienna, signed by Manager A. Lichtscheindl on behalf of the Paramounteers of Austria, Jugo-Slavia and Roumania—and it says to Mr. Hicks:

THE FIRST STEP IN THE NEW YEAR OF ALL PARAMOUNTS OF AUSTRIA, YUGOSLAVIA AND ROUMANIA IS TO ASSURE YOU OF THE FIRM WILL TO ENTER INTO THE NEW PERIOD WITH A CHEERFUL SPIRIT AND AN UNSHAKABLE AMBITION FOR BETTER ACHIEVEMENTS. WITH THIS PLEDGE GO OUR WISHES FOR A BRIGHT AND HAPPY NEW YEAR.

You bet your life, Mr. Lichtscheindl! Brighter and happier than any year in the past that you can name!



HAPPINESS DE-LUXE

Just before Rosita Moreno left Hollywood for New York and a co-starring role with Carlos Gardel in his newest Spanish film, her engagement to Melville A. Shaner was announced, with the marriage set for early June. The happy couple are shown here in the Paramount studio.

HIGH HONOR FOR AD.
MANAGER H. E. FLYNN

Australia's Advertising Manager, Hermann E. Flynn scored plenty of honors in the annual advertising contest of the 47 Club of Sydney, gaining first place and coveted cup for trade paper advertising, and second place for newspaper advertising. The contest covered the entire year of 1934 and solid silver cups, awarded by film executives, constituted the prizes.

DENMARK JOINS THE
"CLEOPATRA" CARAVAN

Success for the mighty Paramount-DeMille production has been cabled from Denmark by Carl P. York, who states: "Cleopatra" opened Kinopalacet, Copenhagen, Tuesday, January Fifteen. House sold out in advance. Fine press. Big success assured."

GET THE CAMERAS
READY!

You should be advised right now that the nature of this 1935 Super-Contest (with \$5,000 cash in prizes, me hearties) is such that at its conclusion we will be able (and darned happy) to publish the photographs and names of every single member of several certain branch offices throughout the world. To this end you should all be ready with the cameras to spring to smiling attention when the call rings out from New York after the Contest figures have been tabulated.



Actual Text of Cable Sent by New York Representative of London "Daily Telegraph" to his British Editor.

"The Lives of a Bengal Lancer" certainly started our New Year off right!

This mighty picture, long in the making, first of all inspired everyone who saw it, and in so doing gave the new year such a fillip as to make it more than worth waiting for.

By now we know that most of you have seen it, so we don't have to rhapsodize here about its marvelous potentialities. If you are all as enthused as we are, words aren't much use in trying to express praise for it. However, we can turn reporter and tell you a little of the sensational season the film is having at the Paramount Theatre in New York, where the first week completely crashed all records, including those enviable ones created by Mae West's "I'm No Angel."

The first week of this super-epic of glory and courage at the Crossroads of the World saw a continuous string of capacity screenings. Which of course, to our way of thinking, was just as it should be. The great test, however, came with the commencement of the second week.

It was a major test, too. The glass that morning dropped to 12 degrees. Times Square was a pretty shivery and blustery place, for there was wind as well as cold scooting over the ice-glazed streets. But, lo and behold! Shortly before ten o'clock, with the full knowledge that the doors of the theatre would not be opened for another half hour, there was even then a string of more than 150 people waiting for the uniformed attendant to swing wide the portals. They blew on their hands, they stamped and swung their arms—but nothing would dislodge them from their singleness of purpose of seeing "The

SCENE IN DUNGEON MOHAMMED KHAN THE BORDER CHIEFTAIN WHERE BRITISH PRISONERS ARE TORTURED TO MAKE THEM REVEAL MILITARY SECRETS IS GRUESOMELY IMPRESSIVE LAST SHOT IN PICTURE WHERE WE SEE WHOLE REGIMENT ON PARADE FOR AWARD A POSTHUMOUS VC TO GARY COOPER IS DEPICTED WITH PRECISION BOTH OF DIALOGUE AND DETAIL THAT WILL PLEASE ENGLISH PEOPLE THE WORLD OVER."

Lives of a Bengal Lancer."

There was terrific competition from other major attractions at nearby theatres. There was the thought that every minute in the cold of winter is just thirty-four minutes long by summer reckoning. Those waiting throngs could have remained indoors for just a little longer had they chosen. But they did not!

And on the dot the doors swung open, the crowd which had then grown to many hundreds streamed in—and half an hour later the main-title of "The Lives of a Bengal Lancer" beamed down on a capacity audience: a completely packed house for the first morning performance of the second week of the picture's run. Since then the great epic has gone into a third week, and as we go to press there is the earnest expectation of a fourth week materializing.

Have we omitted to tell you what a truly great film "The Lives of a Bengal Lancer" is? Then, all that we can say is that 'ye who have seen it' know the answer!

LONDON NEWS

From Our Correspondent

MAGNIFICENT INAUGURAL FOR GLASGOW PARAMOUNT

Dense crowds besieged the new Paramount Theatre, Glasgow, hours before it was formally opened.

Happily the launch of Paramount's new super in Glasgow, the huge Scottish industrial city that has a population of more than a million, took place on New Year's Eve which is, in Scotland, the biggest festival of the year.

Mrs. A. B. Swan, wife of the Lord Provost of Glasgow paid Paramount a grand tribute in opening the theatre.

"I must congratulate the company on the name of the theatre," she said. "Paramount stands for the highest; Glasgow citizens desire the best, and I am certain it is the wish of the directors to give of their best."

The Lady Provost said the building was a new land-mark in the city. "The exterior," she added, "although built in modern style by reason of the character of the building, blends with the many other interesting buildings in Renfield Street, and the owners have taken great care to produce a structure which will be a centre of comfort and elegance for the enjoyment of Glasgow citizens."

Mrs. Swan, whose husband, by the way, received a knighthood from the King in the New Year's Honours List, announced, amidst thunderous applause, that the proceeds of the opening performance were to be handed over to local charities.

Paramount officials and Trade personalities from all parts of the United Kingdom who attended the opening included John Cecil Graham, Managing Director of the Paramount Film Service Limited; Montague Goldman, General Sales Manager; Arthur Segal, Managing Director of Paramount Theatre (Glasgow); Mr. A. Lesser; Earl St. John, Director of Theatres; Leslie C. Holderness, Supervisor of Theatres, R. Gittos-Davies, Director of Publicity and Jack Hamson, Manager of Paramount's Glasgow Branch.

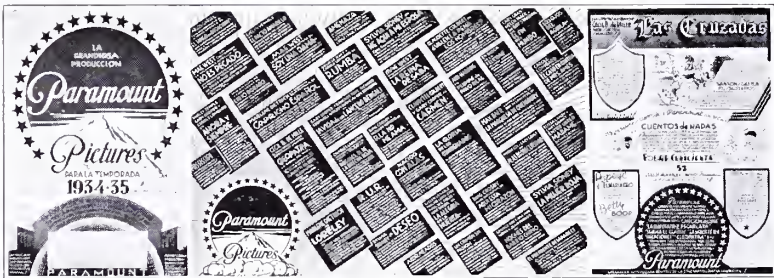
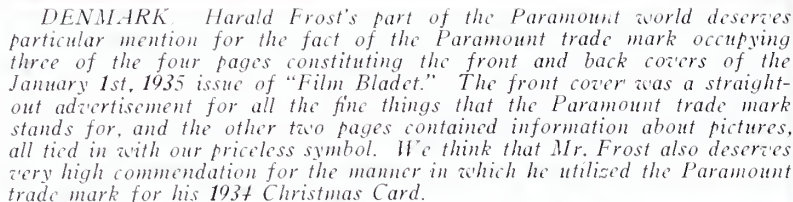
A great piece of showmanship which was a sensation in Glasgow was the personal appearance of Sir Harry Lauder, Scotland's world-famed comedian. Mr. J. C. Graham, received Sir Harry Lauder, who went on the stage, gave the theatre his blessing, and led the audience in singing Auld Lang Syne.

Another unexpected surprise that thrilled the audience was the personal appearance of Jack Buchanan, who rushed along from a show in which he was appearing to wish the new theatre record business.

The opening programme included—
(Continued on Page 11)

GERMANY WON THE LAST CONTEST BY BEING AN EARLY STARTER!

NEVER SUCH OPPORTUNITIES FOR EXPLOITATION



A black and white photograph of the Cinema Royal in London. The building is a grand, multi-story structure with ornate architectural details. Large advertisements are displayed on the facade, including one for 'CINEMA ROYAL' and another for 'The Great Dictator'. A large crowd of people is gathered outside the entrance and on the street in front of the cinema. Several vintage cars are parked along the curb. The scene captures a busy day at a popular entertainment venue.

**GOVERNMENT OFFICIAL EN-
DORSES "CLEOPATRA"**

Dear Mr. White:

I am,
Yours faithfully,
(sgd.) MINISTER FOR
EDUCATION

**"LEGONG" PRESS BOOKS ARE
COMPLETED**

EXCELLENT PIECE OF TIE-UP EXPLOITATION

ADDED TO STOP PRESS FROM STOCKHOLM

A black and white photograph showing three men in military uniforms. The man on the left is wearing a peaked cap and looking towards the camera. The man in the center is also in uniform and looking forward. The man on the right is wearing a garrison cap and looking slightly to the side. They are standing behind a large sign that has the words 'LIEBIG MARGO' printed on it in a bold, sans-serif font. The background is somewhat blurred, suggesting an outdoor setting.

MACABRE, BUT EFFECTIVE

PAGE EIGHT

THE ST. LOUIS POST-DEMOCRAT, FRIDAY, DECEMBER 12, 1934

Mrs. WIGGS says:

**"THE WIGGSSES WISH YOU ALL
A MERRY CHRISTMAS".**

Mrs. WIGGS says:

"Remember the old saying,
'Giving is better than receiving.'
That's the Place for GIFT."

Things is the

FRENCH BAZAAR

— COLON —

Mrs. WIGGS says:

"Good candy is
good for kids
and grown up
kidstoot!"

You'll always find me with COOD, but
always I like 'EM! "WHITMAN'S"

CANDY at
**VALAZAR'S
DRUG STORES**

Mrs. WIGGS says:

"Remember, I never felt like those things
belong in one gift, but you can
see or serving along the good ones that
are in eating gives to the most ones."

CHRISTMAS
NOVELTIES

The Original
B. CHELLERMAN
404 S. 4th Street

Mrs. WIGGS says:

"Your wife might enjoy Xmas better if
she didn't have to cook that Turkey
Why not try Ella Old Fashioned Turkey
Dinner with all the Trimmings?"

MIKE'S BROADWAY BAR

1200 Broadway - Phone 500-0000

NOW PLAYING

COLON and CE CILIA

THE ADIES

SUNDAY MONDAY DECEMBER 23rd AND 24th

"Why Not Put a Little Warm
in Your Heart and Throw
in a Dash for Goodwill."
"Give and Ye Shall Receive."
"Give and Ye Shall Receive."
"Give and Ye Shall Receive."
"Give and Ye Shall Receive."
"Give and Ye Shall Receive."
"Give and Ye Shall Receive."
"Give and Ye Shall Receive."

Mrs. WIGGS says:

"I have been much more given than I have
you."

We have Hundreds of Beautiful Christmas
gifts from which to select

J. V. BEVERHOUDT

— COLON —

Mrs. WIGGS says:

"Maine' other folks happy is
better for you than taking
medicine"

See Our Beautiful Assortments

CHRISTMAS GIFTS

Arbois Novelities

— COLON —

Mrs. WIGGS says:

"Potato soup
tastes like
turkey when you
are tired of
turkey."

TAGAROPULOS

Wants to

"Talk TURKEY to You"
about your Christmas Dinner

Mrs. WIGGS says:

"We all need something
different to take the mono-
tony out of living"

Our Christmas Gifts
are new and different,
for you will want to see

NEW CHINA

From The

Mrs. WIGGS says: =

"Patronize Your Own Merchants and Help Your Town Prosper"

PARAMOUNT THEATRE NEWS FROM AROUND THE GLOBE

(Continued from Page 9)

ed a Francis Mangan presentation, "The Volcano," Teddy Joyce and his band, with SHE LOVES ME NOT, starring Bing Crosby, as the feature film.

A large number of Trade personalities attended the reception which followed the opening and saw the New Year in in real Scots style.

Thus less than three months after the opening of the new Liverpool super, Paramount added to its fine chain of theatres in Great Britain another magnificent theatre.

The seating capacity of the theatre is 1,760 in the Stalls and 1024 in the Balcony, Royal Circle and Grand Circle, making a total of 2,784.

Messrs. Verity and Beverley had the assistance of Mr. James W. Reid, (Scot), who assisted in the supervision of the construction of the building; Mr. Evan H. Per-

kins, Paramount director of construction; Major C. H. Bell, consultant for the electrical and mechanical engineering work; and Messrs. S. W. Budd, consultants for the structural steel-work.

OTHER LONDON NOTES

The latest W. C. Fields comedy, "It's a Gift," has just completed a two weeks run at the Plaza Theatre, London; having broken the theatre's weekly-change policy. The Press gave Fields a big hand, voting it the funniest picture in years and Fields' best to date. During the second week the Prince of Wales with a party of five friends came specially to see the picture.

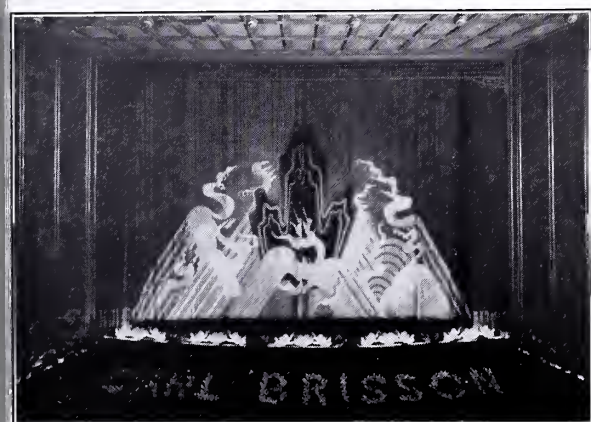
Mae West's life story, running week-by-week in the "Sunday Dispatch," important National paper here, synchronizes with the general release of "Belle of the Nineties," giving the film a tremendous Na-

THAT GRAND GLASGOW OPENING



The magnificent neon-illuminated exterior of the New Paramount Theatre in Glasgow, photographed shortly after midnight when the gala premiere audience had dispersed.

BRISSON HAILED AT CHINA THEATRE, STOCKHOLM



There was no doubt in the world of the sincerity with which the picturegoers of Stockholm hailed Carl Brisson's first Paramount appearance in "Murder at the Vanities." Here is the proscenium of Paramount's China Theatre, with a symbolic curtain, and Carl's name in laurel leaves above the orchestra pit.

SYDNEY HAS "CLEOPATRA" CROWDS, TOO



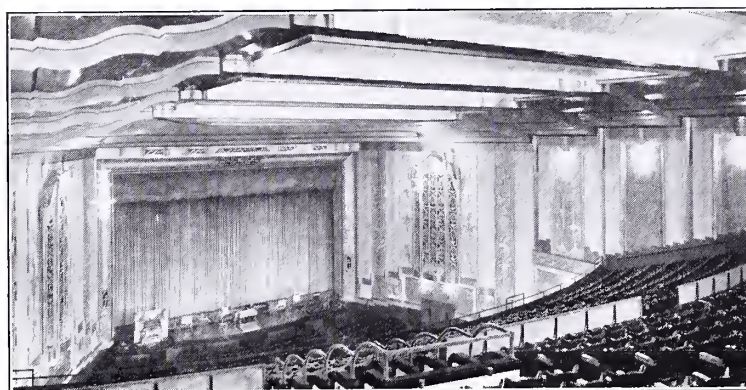
A glimpse of the long line-up awaiting the opening of the doors of the Prince Edward Theatre for the DeMille-Paramount production. Film is still running in the Australian city.

Exploitation for the film was engineered by Manager Mel G. Lawton.

PARAMOUNT'S COLISEUM IN BRUSSELS HAILS "CLEO."



The Mighty DeMille production was given a most impressive premiere at the Paramount Coliseum Theatre in Brussels, not only by this superb display of the film's attributes above the lobby, but also by the glamorous interior decoration of the house.



Interior of the new Glasgow Paramount, photographed from the balcony. This house is at present the most up-to-the-minute cinema in the United Kingdom and has played to terrific business since its opening a month ago.

tional build-up. The picture has been passed for the Irish Free State with slight modifications, after an appeal against the decision of the State Censor. For the first time in history Free Staters will now be able to see what Mae looks like.

Statements to the British Trade from Adolph Zukor, John Cecil Graham, and other Paramount executives received great prominence in the big New Year's issues of the Trade papers here; the company's forthcoming programme also being well splashed.

Garage's, the famous London department-store and one of London's most popular shopping centers gave Paramount a big showing in its Winter Fair. Tableaux with wax models were built up representing scenes from various Paramount films. These included Bing Crosby and Carole Lombard in "We're Not Dressing," Mae West in "Belle of the Nineties"; W. C. Fields and Jack Oakie, all in an elaborate setting representing an old-time River Show-boat. Hundreds of thousands of people went to the Fair.

The Publicity Department also arranged for more than thirty figures, representing characters from "Alice in Wonderland" to be used all over the store as sign-posts indicating the way to the Show-boat; each one car-

ried an "Alice" credit line—this at the time the picture was on general release.

More than 300 people attended the Paramount Film Service Annual Staff Dance given by the Dublin Branch at the Theatre Royal Regal Rooms, Dublin. Among the guests was the Lord Mayor of Dublin, Alderman Alfred Byrne.

MONTAGUE GOLDMAN PAYS TREMENDOUS TRIBUTE TO "BENGAL LANCER"

So impressed was General Sales Manager Montague Goldman of the Bulldog Division, with the immense potentialities of "The Lives of a Bengal Lancer" that he cabled Mr. Hicks from London as follows:

HAVE VIEWED BENGAL LANCER AND FEEL PROUD TO HAVE PRIVILEGE OF HANDLING THIS MAGNIFICENT PRODUCTION. UNDOUBTEDLY ONE OF THE GREATEST FILMS EVER PRODUCED IN HISTORY OF TALKING PICTURES. PLANNING SPECIAL ADVERTISING AND SELLING CAMPAIGN AND HOPE ACHIEVE RECORD BREAKING GROSS. THANKS FOR MARVELOUS PRODUCTION. (Sgd.) GOLDMAN.

CRESCER DE VALOR O NOTICIÁRIO DA PARAMOUNT

Este mez dispomos de um grande numero de noticias de magna importancia ezes—como abaixo se vê:

—Em primeiro lugar, anunciamos a abertura do nosso Concurso Internacional de 1935, que se realizará no correr dos proximos seis mezes, como tambem anticipamos a noticia dos premios no total de 5.000 dólares, os quaes serão distribuidos segundo o plano a ser revelado pelas agencias. O concurso deste anno cresce de importancia porque pelo seu plano qualquer Paramounteez, ainda que de modesta categoria nas agencias, poderá participar dos premios. Como funciona o novo concurso? Isso será explicado pelo sr. agente geral, nas agencias.

—A outra grande noticia deste mez foi a estreia faustosa, em Nova York, do filme "Lanceiros da India" (The Lives of a Bengal Lancer), o qual passou duas semanas no Theatre Paramount e mereceu os mais francos e copiosos elogios da imprensa metropolitana. Já vemos, pois, que "Lanceiros da India" correspondeu e até ultra passou o que delle esperava Mr. Hicks, como é opinião de todos que tão esplendida produção passe aos cinemas do estrangeiro como um dos mais populares e rendosos filmes desta temporada. Em "Lanceiros da India" terão os concorrentes ao novo Concurso um elemento de renda da maior importancia.

—O elenco da segunda produção de Walter Wanger para a Paramount dispõe de nomes mundialmente conhecidos. Tendo á testa Claudette Colbert e Charles Boyer, conta ainda com Joan Bennett, Joel McCrea e Steffi Duna.

—Se os interessados no nosso concurso não comprehendem bem as bases da distribuição dos 5.000 dólares de premios (no caso de serem contemplados com algum delles), o melhor é arranjar uma tradução, visto tratar-se de uma das noticias de caracter mais pessoal que já publicamos.

—"Wings in the Dark" (Voando no Escuro) é filme a um tempo sentimental e de forte emoção. Baseando-se em factos da moderna aviação, não são os seus dialogos senão meras explicações do entrecho admiravel interpretado por Myrna Loy e Cary Grant, sem falar em outros do numeroso elenco.

—Chegam-nos de todo o mundo albums e albums de recortes da ampla publicidade feita sobre "Cleopatra." Tantos são os livros, que já não sabemos onde os pôr. Sobre cada um desses esplendidos albums falaremos destas columnas, mas se por acaso alguns dos livros remetidos não mereceram ainda o nosso comentario, não ha por que se julgar o remetente esquecido. É que, deante de tanto material a ser catalogado, não podemos tratar de todos duma vez. Parte dessa propaganda fica conosco e a outra parte mandamos aos escriptorio de Mr. De Mille, para fazer parte da sua colleção.

—"Carnival in Spain," que é o novo filme de Marlene Dietrich, já está terminado. Ainda não nos decidimos sobre o nome com que será baptizado em portuguez este filme, mas sabemos tratar-se de uma obra de magna importancia, a melhor produção de Marlene depois de "Marrocos." Como neste filme memoravel, canta a actriz duas interessantes canções.

IMPORTANT NOTIZIE DELLA PARAMOUNT

Questo mese abbiamo il piacere di darvi un maggior numero di sensazionali notizie di gaunto potemo fare in un lungo periodo.

Prima di tutto vi diamo l'emozionante annunzio della gara 1935 per i primi sei mesi di quest'anno assieme alle notizie del premio in danaro di \$5000 da distribuirsi in modo che vi sarà spiegato sul posto. Noi consideriamo questa notizia come una di massima importanza e cio' che ci piace di piu' e' il fatto che la divisione dei premi in danaro e' stata stabilita in modo da rendere possibile ad ogni membro della Paramount, uomo o donna, non importa quale sia la sua posizione, di averne una parte. Apprenderete sul posto come cio' sarà fatto.

Un' altra notizia emozionante e' quella della cinematografia "Le avventure di un lanciere del Bengala" (The Lives of a Bengal Lancer), che non solo ha avuto una spettacolosa premiere mondiale applaudita da quei membri della Para-

mount oltre Oceano, che già hanno avuto il privilegio di vederla. "Bengal Lancer" ha superato tutte le promesse e le speranze che l'hanno preceduta. Mr. Hicks nutre viva fiducia che questa cinematografia si affermerà nel mondo come una delle piu' grandi che siano mai state fatte dalla Paramount. Essa offrirà, naturalmente, grandi possibilità nella gara che si svilupperà nei primi sei mesi di quest'anno.

Gli interpreti della seconda produzione di Walter Wanger per la Paramount saranno internazionali. Claudette Colbert e Charles Boyer saranno accompagnati da Joan Bennett, Joel McCrea e Steffi Duna. La cinematografia e' intitolata "Mondi privati" (Private Worlds).

Noel Coward, uno dei piu' famosi attori mondiali, sarà nello stesso tempo attore ed autore della nuova cinematografia di Ben Hecht-Charles MacArthur per la Paramount, "Il miracolo alla 49ma strada" (Miracle in 49th Street).

Se voi non comprendete cio' che la vostra parte del premio di \$5000 in danaro vi porterà, se vincerete

la gara, e che e' spiegato in un'altra pagina, affrettatevi a farvelo tradurre. Questo e' il messaggio piu' personale che vi abbiamo mai trasmesso.

"Voli nella notte" (Wings in the Dark) e' una cinematografia tutta fatta di azione emozionante, che voi godrete dal principio alla fine. L'azione, nel complesso, predomina sul dialogo, cio' che, secondo noi costituisce una caratteristica assai interessante. L'interpretazione di Myrna Loy e Cary Grant e' veramente splendida.

Riceviamo tanto materiale illustrativo su "Cleopatra" che non sappiamo proprio come usarlo tutto. Sul nostro tavolo sta un ammasso di incartamenti quasi tanto alto quanto il Palazzo della Paramount. Ne useremo quanto ne potremo, così che, se voi non vedrete nessun accenno in questo numero a cio' che ci avete mandato, vi preghiamo di essere paziente. Sarà stampato presto o tardi. Frattanto, naturalmente, molto materiale viene trasmesso per la distribuzione nell'ufficio nazionale ed altro e' mandato allo Studio per aggiungersi alla collezione personale di Mr. DeMille.

Questo mese un altro meraviglioso teatro Paramount—il teatro Paramount in Glasgow, Scozia—si unisce agli altri di fama mondiale. Facciamo un dettagliato resoconto in un'altra pagina. Un altro anello si unisce così alla catena che accerchia il mondo.

La cinematografia di Marlene Dietrich e' completata, ma porta ancora il titolo tentativo di "Capriccio Spagnuolo" (Caprice Espagnol). Lo Studio annunzia che e' certamente la migliore film di Marlene Dietrich dopo "Morocco." Rammentate inoltre che ella canta due canzoni, proprio come fece in quella memorabile cinematografia.

CUBA'S GREAT PARAMOUNT WEEK

Last month we promised some details on the magnificently successful Paramount Week which Manager Jasper D. Rapoport staged in Cuba the end of last November and early December. One feature of its tremendous success was the fact that it was participated in by every important Cuban exhibitor, all of whom attended Mr. Rapoport's luncheon and were photographed for Paramount News. Reproduced here is cover of a special publication issued by the Cuban office in connection with the event, and below are glimpses of the Paramountees, taken at the picnic which followed the luncheon.



(TOP PICTURE).

Top Row: Sra. Josefina Quiapo, Srta. Juana Rosado, Caridad Pulido, Leon S. Hadad. KNEELING: Telesforo Morera, Maria Rosado, Felipe Pantoja, Esperanza Llop, Antonio Mavilla.

(LOWER PICTURE).

In Rear: Jasper D. Rapoport (Manager). Back Row: Felipe Pantoja, Telesforo Morera, Antonio Mavilla, Joaquina R. de Marin, Juana Rosado, Josefina Quiapo, Caridad Pulido, Esperanza Llop, Bernardina Trinidad, Frances Morey. Front Row: Maria Rosado, Francisco Marin, Milagros Quiapo, Jose Garcia.

LES PLUS GRANDES NOUVELLES PARAMOUNT DEPUIS DES ANNEES

(Continued from Page 4)

en publierons autant que nous pourrons, donc si nous ne parlons pas de votre documentation dans le numéro actuel, ne vous impatientez pas, nous en parlerons à un moment donné. En attendant, comme de juste, une partie considérable de la documentation passe dans les divers départements du Bureau Principal avant d'être envoyée au Studio pour être jointe à la collection personnelle de M. DeMille.

Ce mois-ci, une nouvelle merveille en fait de théâtre—le "Paramount de Glasgow, Ecosse"—s'ajoute à la liste des principaux théâtres du monde. Nous en parlons en détail sur une autre page. Notre encerclement théâtral du monde continue d'un bon pas.

Le film Marlene Dietrich est terminé, mais n'est encore connu que sous le titre provisoire de "Caprice Espagnol." On nous informe du studio que c'est le meilleur film de cette actrice depuis "Morocco." Notez aussi qu'elle chante deux chansons, comme elle le fit dans cette autre mémorable film.



Vol. 2

No. 3

Issue of
March First, 1935

The Price per issue is simply Loyalty
to Paramount's International Legion.

**Henry Ernst
Herzbrun Lubitsch**

A Re-introduction and
An Appreciation

Cables from New York and all other channels of general film industry information have appraised you of the fact that Henry Herzbrun has been appointed Vice President of Paramount Productions and General Manager of the company's Hollywood Studios; and that Ernst Lubitsch has been named Managing Director of Production. We believe sincerely and whole-heartedly that this is an inspiring forward step in the vital undertaking of keeping our world-wide organization supplied with a continuity of great pictures.

Henry Herzbrun has been with Paramount for fifteen years, the last nine of which have seen him handling what one and all believe to be the most difficult diplomatic job to be found anywhere in the world, that of legal counsel in the Paramount Studio. His has been the task of maintaining harmony with stars, players and all other branches of production where artistic temperaments can, and do, clash. We nominate this work as a task far beyond that calling for the judgments of Solomon. The work has given Mr. Herzbrun a keener insight into human nature, both within and without the industry than it would be possible to secure anywhere else in this business, and it will be this insight, coupled with his superb executive ability which will enable him to organize and produce a continuity of Paramount product above and beyond even the best that the past has produced.

Ernst Lubitsch has in support of his grand new responsibility the whole-hearted and rip-roaring support of every Legionaire the world over. To us all in the past the name of "Lubitsch" on a production has been the signal for super-effort, for it has been proven time and time again that the wizard director is kin to the whole world in the matter of providing film entertainment. Now we are going to have that same magical touch applied to every Paramount picture: a fact of which mere words alone can never hope to express our joy.

Therefore let us show by actions, by powerful results, by such achievements as had not even seemed possible, how very sincerely we are grateful to Mr. Zukor and Mr. Schaefer for having placed the production of Paramount Pictures in four such masterful hands as those of Henry Herzbrun and Ernst Lubitsch.

JOHN W. HICKS, Jr.

Headlines that Thunder

HOW TO WIN YOUR SHARE OF THE \$5,000

How New Studio Executive Reorganization
Gives Paramount Edge Over Entire Industry

WORLD ACCLAIM FOR 'LIVES OF BENGAL LANCER'

Brisson Signed for 3 More Pictures. Our
Music Talent Line-up Now Completely "Tops"

NEW "CONTEST CHIPS" DEPARTMENT WILL KEEP
YOU ON YOUR TOES MAINTAINING SUPREMACY

Fourth Carlos Gardel Film in Production

JOHN B. NATHAN'S
URUGUAY WINS 1934 "OUTSTANDINGS"



Edited by Albert Deane.

Vol. 2 March, 1935 No. 3

"BENGAL LANCER" GIVES LONDON NEW THRILL

In his daily column in "The Daily Film Renter" of London, "Tatler" has been breezily recounting his adventures at the Carlton Theatre where "Lives of a Bengal Lancer" is now playing, has been playing for the past five weeks, and is likely to remain for a great many weeks more. Here's one of his breeziest adventures: is recounted as follows:

"Ever seen the Bengal Lancers in action? It's an illuminating sight, believe me. With a friend of mine I went to the Carlton Theatre on Saturday night around 8:30 and literally had to fight my way to a seat. The Bengal Lancers, otherwise the Carlton attendants, opened the doors and let in a section of the huge crowd that were clamouring outside; then closed them. And when we did get into the lobby, the battle started all over again, with people flourishing pound notes and only too willing to pay money for a seat of any kind."

SPEARHEADS OF PRAISE FOR "BENGAL LANCER"

The cables have certainly crackled about our marvelous "Lancer" film, and are going to continue to crackle for a great many months to come. In giving you the following samples of messages sent to Mr. Hicks from various parts of the world we let the communications tell their own story:

FROM LONDON: "BENGAL LANCER" TOOK LONDON BY STORM. AUDIENCE SPELL-BOUND. WONDERFUL PRESS. ALL BRANCH MANAGERS ATTENDED OPENING. WE ARE ALL VERY HAPPY AND INTEND TO SHOW YOU BIG GROSS. (GRAHAM)

FROM TOKYO: "LANCER" SWEET NATURAL. NO CROOKED DICE NECESSARY. WE'RE THROWING OUT OUR CHESTS WALKING DOWN MAIN STREETS AND FORSAKING ALLEYS. (COCHRANE)

FROM CALCUTTA: PREVIEWED "BENGAL LANCER." PASSED BENGAL BOARD CENSORS. ALL VERY HAPPY AND PROUD THIS WONDERFUL FILM. ARRANGED DE-LUXE PRERELEASE NEW EMPIRE THEATRE CALCUTTA FOR THEIR BOARD DIRECTORS AND SELECTED AUDIENCE.

(Continued in 4th Column)

NEW HEADS OF PARAMOUNT PRODUCTION



HENRY HERZBRUN and ERNST LUBITSCH

Mr. Adolph Zukor is more than pleased to announce the appointments of Mr. Henry Herzbrun as Vice President of Paramount Productions and general manager of the Hollywood Studios; and Mr. Ernst Lubitsch as Managing Director of Paramount production. The importance of this splendid duo of appointments has been indicated in a special message by Mr. Hicks on the front page of this issue. Immediately the appointment was announced, Mr. Zukor, accompanied by Messrs. George Schaefer and Russell Holman left for Hollywood to confer on the pictures for the balance of the 1934-35 programme, and also on the pictures for the 1935-36 programme.

WHAT MAKES YOU THINK YOU'RE GOING TO WIN THIS CONTEST?

We are beginning to already sense a brand of confidence in connection with this \$5,000 - First - Half - Of - The - Year Contest which we are positive calls for a more potent set of expletives, expostulations and superlatives than we have ever used before. We feel that we are going to have a more dynamitish sort of challenge flung our way than these pages have ever held before.

So let us warn you that we're ready for them. After all, we are merely the clearing house for achievements. We're no more the writers of destiny than the telegraph machines are. We carry news, we don't create it. So you can't frighten our shoulders with threats of tremendously weighty accomplishments that we will have to carry. Just shove the accomplishments along to us: they'll be carried.

That's why we have devised the special "Contest Chips" page across the way, there. Just you go ahead and get the chip on your shoulder—and watch one or more of the other fellows knock it away. The chips we have already in the contest are pretty heavy, but we have more than a suspicion that they're not heavy enough. This contest, more than any reported in these columns, is going to see such mighty accomplishments piled up before the half-year mark rolls around, that the only way to keep your chips intact is to keep on piling them one on top of the other, even to the extent of defying the laws of gravity by piling the heaviest ones on top.

Remember! This is the most important international contest ever conceived—important in more ways than you could ever hope to count. (Only of course you haven't got the time now for that kind of counting.)

Let us, therefore, simply have your "chips" for this page that you see opposite.

ALL THRILLED AND DELIGHTED. PROSPECTS EXCELLENT. CONGRATULATIONS. (BALLANCE) **LATER:** MILITARY BOARD HAS GIVEN FILM ENTHUSIASTIC APPROVAL AUTHORIZING US TO USE THEIR ENDORSEMENT.

FROM SYDNEY: ALL HERE EXCITEDLY ENTHUSIASTIC OVER OUR SECOND ROADSHOW BENGAL LANCER ITS GOT EVERYTHING AND EXCELS BEAU GESTE STOP WILL SELL IT SEPARATELY TO GET ALL YOU EXPECT. **LATER:** "LANCER" OPENED BRILLIANTLY SATURDAY SYDNEY PRINCE EDWARD AND MELBOURNE CAPITOL TO PACKED HOUSES AGAINST HEAVY COMPETITION STOP AUDIENCES APPLAUDED VARIOUS SCENES PARTICULARLY DURING MAGNIFICENT SCENES IN PRINCE EDWARD STOP PRESS LAVISH WITH PRAISES EXPECT LONG SEASON BOTH THEATRES STOP PER YOUR SUGGESTION SHALL CAPITALIZE BY ROADSHOWING LANCER EVERYWHERE. (KENNEBECK)

FROM LONDON: "LANCER" GREATEST SUCCESS IN HISTORY OF PARAMOUNT WEST END LONDON PRESENTATION. AFTER HANDLING EVERY BIG FILM SINCE 'THE COVERED WAGON' FEEL CERTAIN LANCER WILL TOP THE LOT. GREATEST PRESS OF ALL TIMES. PLAYING AT TOP ADMISSION EIGHT SHILLINGS SIX PENCE PER SEAT TO CAPACITY THREE TIMES DAILY. SHOULD BREAK LENGTH OF RUN FOR HOUSE. AM SETTING EXTENDED RUNS ALL PROVINCIAL THEATRES. GREAT PRAISE FROM GOVERNMENT OFFICIALS AND INDIAN ARMY MEN." (ST. JOHN)

FROM STOCKHOLM: BENGAL LANCER OPENED LAST NIGHT PACKED HOUSE STOP NO FEATURE EVER RECEIVED GREATER OVATION HERE STOP PRESS UNANIMOUS BEST PICTURE MADE AND ALREADY NOMINATES IT BEST PICTURE FOR NINETEEN THIRTYFIVE OUR COMPLIMENTS PRODUCTION DEPARTMENT DIRECTOR PLAYERS. (YORK)

FROM BERLIN: CENSOR PUBLIC PRESS VOTE "LANCER" GREAT. (VALLAR)

FROM BARCELONA: "BENGAL LANCER" IS I BELIEVE GREATEST PICTURE PRODUCED BY PARAMOUNT OR ANY PRODUCER DURING PAST FIVE YEARS. IS A REAL GEM AND WILL SURPASS ALL EXPECTATIONS. CONGRATULATIONS TO PRODUCTION DEPARTMENT. PLEASE SEND US SOME MORE LIKE IT (MESSERI)

\$5,000 CONTEST CHIPS FOR YOUR SHOULDER!

"I know I have the backing of each and every one of you in securing for March the best month's business in our history."

JOHN KENNEBECK
to his Australian organization

"Now I have time to take that trip around the world before the 'Bengal Lancers' season at the Carlton ends."

EARL ST. JOHN

"I promise to use ten Paramount trade marks for every dollar we win—and we are going to win plenty for Calcutta."

C. B. BALLANCE

"We will do our mightiest to produce for 1935 the greatest business this office (Budapest) has ever known."

LOUIS FOLDES
to his Hungarian Paramounteers.

"To save you a lot of trouble up in Home Office you can earmark first prize for Cuba."

JACK RAPOPORT

CABLE: HENRY AND ERNST WENT UP THE HILL LOOKING FOR FRESHER WATER, NEITHER FELL DOWN NOR BROKE HIS CROWN. SO HAPPINESS COMES HEREAFTER.

SHAKESPEARE'S GHOST,
NOW LOCATED IN TOKYO.

"I know I need no more than mention the name of Lubitsch to assure you of the superb things which are in store for us all."

H. HERZBRUN

?????

(This is for what John L. Day is thinking and hasn't dared yet put on paper.)

"Friends and colleagues throughout the world, you may be certain that the quality of Paramount Pictures will be maintained."

ERNST LUBITSCH

CARL YORK'S STOCKHOLM CABLE: Just concluded Mid-Year Convention. Everyone enthusiastic about success first Six Months Drive 1935, particularly in view splendid news new Production set-up imparted to us by Mr. Lange. Vikings Claim first place. Greetings and Challenges to all!

Surely Your Newest Story Is Better Than Any Of These!

GRANDES NOTICIAS DEL MES PARAMOUNT

—La sección de "Contest Chips" (Notas del Concurso), publicada en la página 3, ha de interesar vivamente a todo paramountista. Aparecen en ella los méritos o éxitos que, en sentir de quienes los ostentan o los lograron, les hacen acreedores a una buena participación en los Cinco Mil Dólares. Este concurso, según se sabe, es mucho más seguro que cualquiera lotería, porque cada cual tiene en sus manos su propia suerte. Resulta, por lo tanto, de interés asegurarse un puesto en la página de Notas del Concurso.

—Los nombramientos de Henry Herzbrun y de Ernst Lubitsch para Vicepresidente Gerente General de los Estudios de la Paramount en Hollywood y Director Gerente de la Producción, respectivamente, son medidas que recibirán con regocijo todos los paramountistas. Ni aun cuando se les hubiese buscado por toda la haz de la tierra, hubieran podido encontrarse dos sujetos mejor capacitados para el desempeño de tan vitales cargos.

—Aparecen en esta edición muchas noticias relativas a los continuados y extraordinarios triunfos de "TRES LANCEROS DE BENGALA" ("The Lives of a Bengal Lancer") en todo el mundo. Es ésta una de las varias películas de las cuales nos sentimos en extremo orgullosos.

—Otra de ellas es "Amor es rey" ("All the King's Horses"), en la cual tocan a Carl Brisson y Mary Ellis los papeles principales. Es ésta película del género musical, que tan buena aceptación tiene entre ustedes. Les complacerá asimismo saber que se ha contratado al señor Brisson por un año más, durante el cual hará a lo menos tres películas para nosotros.

—A fin de que quede claro todo lo tocante al Concurso de 1934, diremos que los vencedores fueron: Gus J. Schaefer, que ganó el premio de \$500 de los Gerentes de División, y Alemania, a la cual correspondió, como país, el de \$300. John B. Nathan, del Uruguay, ganó, con calificación de 100% en lo relativo al arreglo de cuentas pendientes, el premio de \$200.

—"Mississippi" y "Nobleza obliga" ("Ruggles of Red Gap"), dos de las películas más recientes de la Paramount, resultarán a no dudarlo de todo el agrado de ustedes.

GRANDES NOUVELLES CE MOIS

Tous nos Paramountais liront avec un intérêt tout particulier l'article intitulé "Contest Chips." Il signale ce que chacun a accompli et considère comme devant lui rapporter une bonne tranche des CINQ MILLE DOLLARS. Ce concours, comme vous le savez, n'est pas une loterie, car chacun des participants peut contrôler sa propre destinée. Pour ce motif, il est extrêmement important pour vous de vous assurer une représentation sur cette page "Contest Chips."

La nomination de M. Henry Herzbrun comme vice-president et Directeur Général des Studios Paramount à Hollywood, et de M. Ernst Lubitsch au poste de Direc-



TWENTY-FOUR EYES, TWENTY-FOUR ARMS, TWENTY-FOUR LEGS

And all used magnificently by their delectable owners in "All The King's Horses," that shimmering, scintillating musical romance which has so marvelously utilized the many capabilities of Carl Brisson and Mary Ellis. They add much delight to an already super-delightful film, one that we are certain will please the whole world.

teur-Gérant de la production, est une mesure qui fera plaisir à tous nos Paramountais. On pourrait chercher dans les quatre coins du monde et ne pas trouver deux hommes mieux à même qu'eux de remplir ces deux positions d'importance vitale.

Dans ce numéro nous vous donnons encore de nombreuses nouvelles du constant et suprême succès de "Lives of a Bengal Lancer" dans le monde entier. C'est une de ces puissantes productions dont nous sommes particulièrement fiers.

Un autre de ces films, c'est "All the King's Horses," dans lequel Carl Brisson et Mary Ellis tiennent les rôles d'étoiles. Il est exécuté dans ce genre musical que vous aimez toujours recevoir. Vous apprendrez aussi avec plaisir que M. Brisson a signé un contrat pour une autre année pendant laquelle il exécutera au moins trois films pour nous.

Comme mémoire, en ce qui concerne le concours de 1934, rappels que les gagnants furent:—Gus J. Schaefer qui enleva le prix de \$500, "Division Manager"; l'Allemagne, comme pays, obtint le second prix de \$300; et John B. Nathan, de l'Uruguay, qui a fait rentrer 100 pour cent des comptes arriérés, a gagné le prix de cette section s'élevant à 200 dollars.

"Mississippi" et "Ruggles of Red Gap" sont deux des derniers films Paramount qui, nous sommes sûrs, seront entièrement à votre goût.

DIE WICHTIGSTEN EREIGNISSE DES MONATES

Die mit dieser Ausgabe ins Leben gerufene und auf Seite 3 befindliche Spalte betitelt "Contest Chips," sollte für einen jeden Paramountler von ganz besonderer Bedeutung sein, denn hier werden alle Einzelheiten über Versuche und Erfolge bekannt gegeben, mit denen unsere Kollegen in allen Erdteilen versuchen, sich am Gewinn der ausgesetzten Preise in Höhe von insgesamt 5000 Dollar zu beteiligen. Unser Wettbewerb ist im Vergleich zum Rennen oder zur Lotterie totsicher, denn es wird einem jeden Einzelnen die Gelegenheit geboten, sich aktiv am Contest zu beteiligen. Unterschätzen Sie daher nicht die Wichtigkeit dieser Spalte und

nehmen auch Sie einen regen Anteil an "Contest Chips."

Henry Herzbrun's Ernennung zum Vizepräsidenten und Generaldirektor des Hollywooder Paramount Ateliers und Ernst Lubitsch's Avancement zum Leiter der Produktionsabteilung, sind zwei Schritte, die bei allen Paramountlern grossen Beifall auslösen werden. Es gibt auf der ganzen Welt nicht noch einmal zwei Persönlichkeiten, die sich für diese äusserst wichtigen Posten besser eignen würden, wie gerade die Herren Herzbrun und Lubitsch; und wir sind fest davon überzeugt, dass unter einer solchen fähigen Oberleitung Erfolge entstehen werden, die einzigartig in der Geschichte unserer Firma dastehen.

Auch in dieser Ausgabe finden Sie eine Menge Beweise für den sich immer noch steigenden Riesenerfolg unserer Superproduktion "Lives of a Bengal Lancer." Es ist dieses Paramount's ganzer Stolz.

Ein neuer Reisser, der sich im Ausland viele Freunde erwerben wird, ist "All the King's Horses" mit Carl Brisson und Mary Ellis in den Starrollen. Dieses ist ein köstlicher Operettenschlager, wie wir ihn uns schon lange erschnitten haben. Carl Brisson ist, nebenbei bemerkt, von Paramount für ein weiteres Jahr verpflichtet worden und soll während dieser Zeit wenigstens drei weitere Filme drehen.

Zu Ihrer gefl. Orientierung geben wir hiermit nochmals die Gewinner des 1934 Wettbewerbes bekannt:—Gus J. Schaefer gewann den Abteilungsleiter-Preis in Höhe von 500 Dollar; Deutschland fiel der Länderpreis in Höhe von 300

Dollar zu, und John B. Nathan stellte in Uruguay einen Rekord mit kassierten Ausständen auf, der ihm den dritten Preis in Höhe von 200 Dollar einbrachte.

Zwei neue Paramountfilme, die allerwärts grossen Anklang finden, und von denen Sie wohl noch ausführlicher hören werden, sind "Mississippi" und "Ruggles of Red Gap."

STORA NYHETER DENNA MANAD

Avdelningen med överskriften "Contest Chips" på sidan tre är av oerhördt intresse till varje Paramounttär. Den innehåller de framsteg, som de, som gjort dem, tro komma att vinna för dem en stor del av Fem Tusen Dollarsvinsten. Denna pristävling är mycket säkrare än något lotteri, därför att individen kan kontrollera sitt eget öde. Därför är det så viktigt för var och en att lyckas bli nämnd på denna "Contest Chips" sida.

Utännandet av Henry Herzbrun som vice-president och direktör för Paramounts Hollywoodateljéer, och Ernst Lubitsch som verkställande direktör för inspelningarna (inspelningschef), är att steg, som måste mottagas med glädje av varje Paramounttär. Ni kan söka till världens ända och ingenstades finna två män, som passa bättre för dessa två viktiga anställningar.

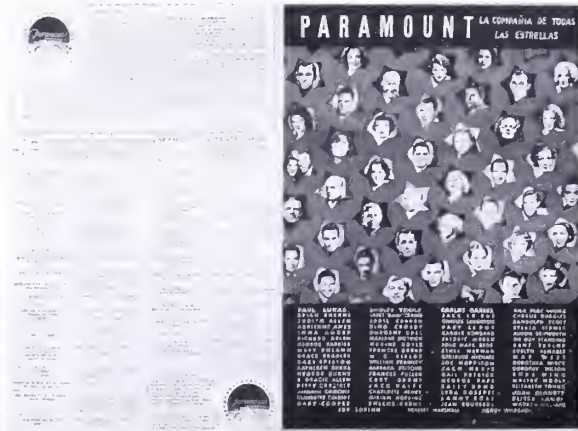
Detta nummer har många nyheter om den så omfattande successen av "Lives of a Bengal Lancer"—världen rundt. Denna film är en av de många, som vi är oerhördt stolta över.

En annan av dessa är "All the King's Horses," i vilken Carl Brisson och Mary Ellis spela huvudrollerna. Detta är en av dessa musikfilmer, som kommer att göra eder alla glada. Det bör också vara en glädjande nyhet, att Carl Brisson har undertecknat ett nytt årskontrakt, under vilken tidsrymd han kommer att göra åtminstone tre filmer för oss.

För att ni skall ha klara rekord på år 1934s pristävling, så äro vinsterna följande:—Gus J. Schaefer vann avdelningschefernas pris på \$500, Tyskland som land vann andra priset på \$300, och John B. Nathans Uruguay—med ett rekord av 100%—vann tredje priset av en summa på \$200, genom att klarera alla utestående fordringar—ett rekord för denna del av världen.

"Mississippi" och "Ruggles of Red Gap" äro två av Paramounts nyaste filmer, som vi hoppas och äro övertygade om, kommer att visa si vara just vad ni tycker mest om.

One of the very best Paramount trade paper announcements we have seen in a long while is this flashing one from Benito del Villar's territory of Chile. Note the excellent use of those symbols of permanency known as Paramount Trade Marks.



FIRST RESULTS: AND DETAILS OF HOW YOU WIN YOUR SHARE OF \$5,000.

Here are the first tingling results of this memorable, and long-to-be-remembered Contest of 1935, with its Five Thousand shining Dollars at stake for the lucky winners.

You will promptly discern that we are listing merely the Divisions this time, and this will be the order of things throughout the Contest. Division Leaders know the reason for this, since they have been given detailed Contest instructions from headquarters and know just how the Contest is to be conducted locally.

In effect it is a contest within a contest, headquarters making the rules and setting the stakes, and then each Division fighting it out within its own ranks. The top winner in the top division will therefore be the international winner and will share the first prize share of the Five Thousand Dollars. Likewise the top winner in the second highest division (on a percentage basis, of course, governed by local possibilities), this winner will come in second in the international results, and be the acquirer of the second prize share of the Five Thousand Dollars. And so on with the Third Winner.

These prizes, as we went to great lengths to show you last month, will reach right down to every single Paramounteer in the winning country, or city. Where that prize lodges, it will be shared by every Legionnaire there, and it will be so lucrative that the individual winners will be enabled to gain at once many of the luxuries they have long denied themselves. It is for this reason that we are particularly proud of this 1935 Contest: it reaches to everybody under the Paramount banner, so that every person engaged in the world distribution of Paramount Pictures has the opportunity to know that he, and she, is not only an active participant in our organization, but also has the opportunity to participate in the greatest Contest in our history, and to share in its rewards.

So look ye here to the first results! It has been legendary that early leaders are potential winners. It was so last year, and

(Continued in last column)

COCHRANE SWOOPS HIS "LUCK OF THE IRISH" DIVISION TO LEAD AS OF JANUARY 1935

Leader	COCHRANE
Then	MESSERI
And	GRAHAM
And	KLARSFELD
And	BALLANCE
And	KENNEBECK
And	YORK
And	SUSSMAN
And	PRATCHETT
And	SCHAEFER
And	DAY
And	ABOAF
And	DEL VILLAR

MINUTE REVIEWS OF NEW PICTURES

ALL THE KING'S HORSES—Actual trade press reviews in other parts of this publication will tell you that in this Carl Brisson-Mary Ellis picture we have one of our greatest international musicals in many long months. Its music is magnificent, it is abundantly glamorous and sparkling and has the most amazing double-exposure photography any picture has ever seen at any time. In other words it is absolutely an ace attraction for Paramount's International Legion.

RUGGLES OF RED GAP—We want to label this simply as the merriest comedy Paramount has made in the last five years. If you do not think that Charles Laughton is a comedian, wait until you see this and then you will know that all things considered he is the finest and most versatile actor on the screen today. And if you don't think that Charlie Ruggles, Mary Boland, Roland Young and ZaSu Pitts can also supply comedy—then you have most definitely lost your sense of humor.

WINGS IN THE DARK—The fact alone of Myrna Loy being in this one should already chalk up several pluses against its title in your estimation. It is quite the most unusual aviation epic ever made and has a two-reel smash climax, the likes of which you have never seen. Also it has more action than words which makes it additionally ideal for our distribution.

RUMBA—We are offering a prize of a silver mounted film cement bottle for the Paramounteer who can find two feet of film in this picture which do not have music in them. It is just that kind of musical picture, with more rhythm, more dancing, more fire, more dash and certainly much more music than "Bolero" ever had. It has George Raft and Carole Lombard for good measure—and the glamorous Margo for extra superfine measure.

THE GILDED LILY—Here is one of the greatest comedies of the year, with Claudette Colbert shining once again in that same type of comedy she delivered so magnificently in "It Happened One Night." The picture is momentous from another angle also, and that is that it marks the debut of Fred MacMurray whom we nominate as a Paramount star early in 1936. MacMurray has just that way about him which gets across instantly to an audience and which is the surest indication in the world of potential stardom. We have seen it many times in the past with unknowns who immediately proceeded to prove the merit of the rule. In addition, "The Gilded Lily" has a great deal of music and of course has several songs which Colbert sings.

CAR 99—This fast-moving action drama of the American state police may not exactly sparkle with its cast of names, but you who know your pictures know that Sir Guy Standing never gives anything other than a flawless performance. The picture also proves the merit of our foregoing paragraph by advancing Fred MacMurray several marches ahead towards stardom.

MISSISSIPPI—A very swell musical film, with Bing Crosby and Queenie Smith singing a batch of tuneful numbers, W. C. Fields comick-ing better than ever before, and Joan Bennett as pretty as a mountain-side of orchids.

now we find Tom Cochrane and the Division he has so quaintly named "The Luck of the Irish" out in front, closely followed by the Matadors and the Bulldog Boys. If you're going to let Tom get away with that, then it's your business. (Of course, if you are, you might drop us a note to that effect so that we can have a cut made of the results, with Tom's name permanently at the top. This will save us a lot of mechanical printing changes.) If you don't want Tom's name there, perhaps you will suggest a better one, and we will even forgive your modesty if you offer your own name instead.

Now let's to the April issue, and see what progress the Contest has made by then. Meanwhile the Five Thousand Shiny Dollars are restlessly waiting in New York to see just what destination labels are pasted on them. They are resigned to the fate of having to go overseas, and will be quite content to travel East, West or South.

JUAN OLIVER, URUGUAY, WIN "OUTSTANDINGS" PRIZE

It is with very considerable pleasure that we announce Juan Oliver and the Uruguay office as winners in the 1934 Contest (Outstandings Division). This achievement carries with it the prize of \$200.



Juan Oliver

Actually it carries with it much more than this, because the figures reveal that Mr. Oliver and the Paramonteers of Monte Video, in winning this prize, cleaned up all outstanding accounts 100%. This means that at the end of 1934 the Monte Video office did not have a single peso outstanding—a perfectly wonderful achievement.

Next in line came a succession of four offices, all starting with the sixteenth letter of the alphabet. They were

Porto Rico
Peru
Philippines
Panama

A recapitulation of the entire drive to reduce outstandings shows that with one exception, the percentage scoring was in the 80% and 90% classifications. The one exception, we know, will more than make up for circumstances over which there was no control, during the current 1935 Contest,

VARIOUS SIDELIGHTS ON THE WORLD'S BEST FILM PRODUCT

HELEN JEPSON'S
POPULARITY

Another signal honor has come to Helen Jepson, grand opera star recently signed to an exclusive Paramount film contract. In the 1934 poll of the newspaper radio critics of America she was voted the outstanding "find" of 1934 in the realm of radio. She commences her film work for Paramount very soon.



BRISSON THE DANCER

In another section of this issue, in the trade paper reactions to "All The King's Horses," mention is made of Carl Brisson as a dancer. Pictured above is the nimble Carl, with the lovely Rosita, in a terpsichorean triumph which helps make this grand musical picture an international treat that will more than make you happy.

NOEL COWARD'S NEW
LEADING WOMAN

A brand new face is being introduced to the screen as Noel Coward's leading woman in "Miracle in Forty-Ninth Street," which is now in production as the third Hecht-MacArthur picture for Paramount release. The face belongs to Julie Haydon, who comes to the screen by way of several of the Little Theatres of Hollywood. She is shown above in a scene with Mr. Coward.

UNUSUAL WANGER PICTURE UNDER WAY



Snapped here are the director and three important cast members of "Private Worlds," Walter Wanger production for Paramount release. Left to right they are Charles Boyer, Joel McCrea, Gregory La Cava (director) and Claudette Colbert. All are reading scripts.

TRADE PRESS REVIEWS OF "ALL THE KING'S HORSES"
SURPASS OUR FONDEST ADJECTIVES

It gives us tremendous pleasure to report that the American trade press reviews on "All The King's Horses" are more than gratifying, especially when two stars, so important to overseas business, plus a picture with definite international appeal, are involved. We give you herewith excerpts from three of the important trade papers:

MOTION PICTURE DAILY:—

Another brilliant unit in the recent Paramount success parade, this sparkling concoction of mirth and melody is top-notch entertainment in any competition. Lavishly mounted and dressed, the production reveals a surprisingly accomplished Carl Brisson and a positive new box-office personality in Mary Ellis. Solo singing of both brought forth frequent bursts of applause from a preview audience... With definite appeal in all values for both sophisticates and masses together with music for dance lovers, the picture appears earmarked for heavy grosses.

DAILY VARIETY:—The rich, glamorous voices of Mary Ellis and Carl Brisson, singing a quartet of haunting, bewitching melodies by Sam Coslow, amidst mythical background, with a convincing and altogether amusing comedy, makes this William LeBaron production worthwhile screen fare. Sam Coslow has delivered his finest musical score to date, and the picture looks headed for heavy grosses in all classes of theatres... Brisson, in the dual role of a king with the weighty cares of a nation upon his shoulders, and that of a light-hearted cinema actor on a vacation to his home land, gives an outstanding portrayal. Mary Ellis, golden voiced soprano, recently brought to Hollywood, comes through with a surprising performance.

HOLLYWOOD REPORTER:—

If "All the King's Horses" does nothing else, it will make Carl Brisson a new American matinee idol. And it should make a screen star of Mary Ellis, of the Metropolitan Opera, who slightly resembles Fay Wray and acts with a restraint few operatic personalities have ever displayed. Brisson, long a Continental rave, scores a solid hit in his dual role. It is a performance the ladies will adore and,

added to his ingratiating singing and the "Dancing the Viennese" routine he does with Rosita, should firmly establish him in America. The two characterizations are deftly contrasted and the duet Brisson sings with himself is a neat touch... Mary Ellis is completely charming. Her best musical opportunity comes with the gypsy number. She also sings "When My Prince Charming Comes Along" and "A Little White Gardenia" in splendid voice. The latter is Coslow's hit tune in a score of lilting melodies.

BUNCH OF NEW TITLES

Announcement concerning new titles for twelve features, is made by the Production Dept. Seven of these new pictures have undergone a change of title while the remainder will reach the screen under their original names.

Marlene Dietrich's new picture, formerly called "Caprice Espagnol" and subsequently "Carnival in Spain," has been definitely titled "The Devil Is a Woman."

"How Am I Doing?" starring Mae West, has been re-titled "How Am I Doin'?"

"Four Hours To Kill" for the picture of the stage success "Small

Miracle" which Mitchell Leisen is now directing with Richard Barthelmess, Joe Morrison, Raymond Milland, Helen Mack, Roscoe Karns and Gertrude Michael.

"Give Us This Night," which has been definitely set for the Sylvia Sidney production formerly known as "End of the World."

"College Scandal" has been designated as the title for the production formerly listed as "Terror by Night."

"Paris in Spring" is the new name for the production formerly known as "Two on a Tower" in which Lewis Milestone is directing Mary Ellis, Tullio Carminati, Ida Lupino and Lynne Overman.

"Annapolis Farewell" replaces "Target."

Other unchanged titles definitely agreed upon as the release titles include:

"The Milky Way," in which the tentative cast will be Jack Oakie, Adolphe Menjou, Gertrude Michael and Roscoe Karns.

"Guns," "You Gotta Have Romance" and "Federal Dick" for productions as yet uncased.

"Morning, Noon and Night" for a forthcoming production the cast of which will be headed by Sylvia Sidney, Herbert Marshall and Gertrude Michael.

"The Glass Key" for a forthcoming production to be directed by Frank Tuttle in which George Raft and Edward Arnold are scheduled to play.

"Rose of the Rancho" for a forthcoming production to be directed by Leo McCarey, with Kitty Carlisle.

PRODUCTION BRIEFS

Leila Hyams is following her fine work in "Ruggles of Red Gap" with another part in "People Will Talk," which has Charlie Ruggles and Mary Boland in the leads.

Martha Sleeper is in the Hecht-MacArthur picture, "Miracle In 49th Street," starring Noel Coward.

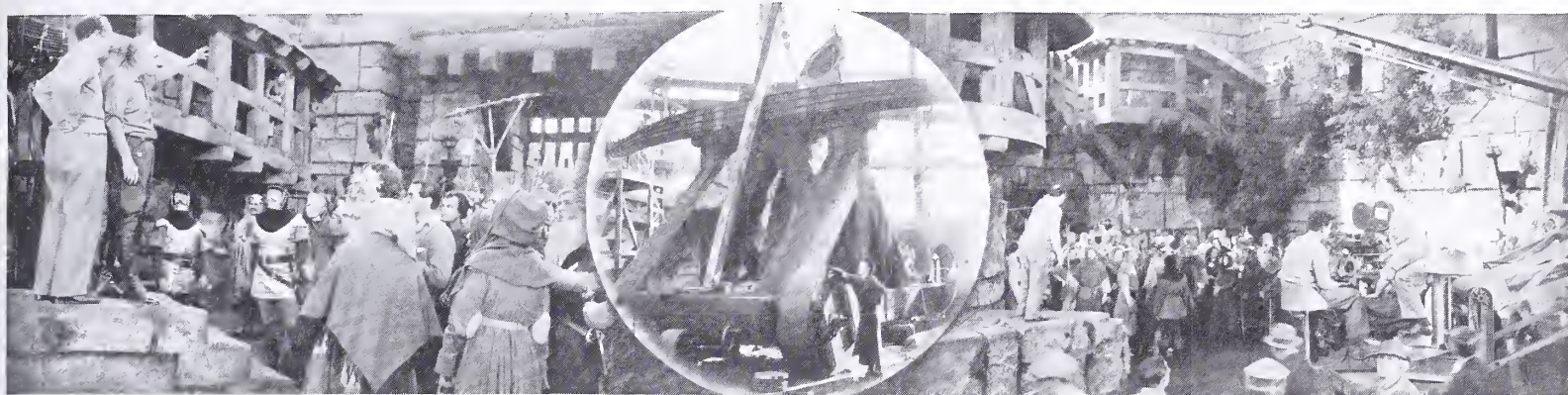
Mae West will even venture into the realms of grand opera in her new picture, singing in her own voice "My Heart At Thy Sweet Voice," from "Samson and Delilah."



JAN KIEPURA APPEALS TO THE MASSES

During a recent concert engagement in Berlin, Jan Kiepura, Paramount's new singing star, was so successful that the event brought to the opera house a throng of many thousands who were unable to gain admission. So when Kiepura left the theatre the crowd was so insistent on hearing his voice that he sang to them from the running board of his car. Jan is due in Hollywood within a month, and next issue we will announce the title of his first Paramount film.

PARAMOUNT PRODUCT CONTINUES TO BE MAGNIFICENT



"THE CRUSADES" IS UNDER WAY! We want you to have pictorial evidence of the fact that not only is the mightiest of all Cecil B. De Mille productions actual under camera-way, but that the camera lens itself is able to tell you that the picture is mighty. Look at

those right and left glimpses of Hollywood's reproduction of Medieval England. Then look at the colossal war-machine in the centre, and note how its ponderousness dwarfs the comely Katherine De Mille who has a very important role in the epic.

REVERBERATING BRITISH PRAISE FOR "LIVES OF A BENGAL LANCER"

CABLED EXCERPTS OF LONDON PRESS PRAISE FOR "BENGAL LANCER"

The morning after "Lives of a Bengal Lancer" opened at the Carlton Theatre, London, the cables to New York pushed all other business aside to rush the following excerpts of press praise for the picture to Messrs. Zukor, Schaefer and Hicks in New York:



WENDY BARRIE SIGNED. This trim young British player, with a string of successes to her credit in London, was holidaying in Hollywood when the Paramount scouts found her, gave her a studio test and promptly signed her to a long term contract.

"MAIL"—"A REMARKABLE TRIBUTE TO THE WISDOM AND COURAGE WHICH HAVE MARKED BRITISH GOVERNMENT OF INDIA AN INSPIRING EXPOSITION OF AN INSPIRING THEME ALMOST AS GREAT AN ACHIEVEMENT AS CAVALCADE UNQUOTE."
 "MORNING POST"—"A MAGNIFICENT PICTURE UNQUOTE"
 "TIMES"—"FREE OF THE ARTIFICIALITIES OF THE STUDIO DIRECTED BY A MAN WHOSE IMAGINATION HAS EVIDENTLY BEEN FIRED BY THE SPIRIT OF THE INDIAN ARMY THE FILM AS A STORY AS WELL AS A SPECTACLE MOVES IMPRESSIVELY UNQUOTE."



LAUGHTON THE LOVER

You can prepare for the laugh of your life when you see Charles Laughton's masterful characterization of a butler in "Ruggles of Red Gap"—the ace comedy of 1935. Here is just a sample of the goings-on, a very tipsy Charles Laughton making love to a horribly embarrassed and overwhelmingly amazed Mary Boland. Then merely add Charlie Ruggles, Roland Young and ZaSu Pitts for extra comedy measure and see fun.

"EXPRESS"—"IT IS BEAU GESTE ALL OVER AGAIN AND RIGHT GLAD I AM TO SEE THE GRANDDADDY OF ALL FILM EPICS BACK AMONG US UNQUOTE."
 "MIRROR"—"IT HAS BEEN LEFT TO HOLLYWOOD TO MAKE THE FIRST FILM GLORIFYING THE SOLDIERS OF THE KING A MAGNIFICENT PICTURE IT WILL PACK THE CARLTON FOR MONTHS BECAUSE IT IS A GREAT PLAY ABOUT MEN WHICH WILL INTEREST WOMEN UNQUOTE."
 "TELEGRAPH"—"BEAU GESTE BIG PARADE AND FOUR FEATHERS ALL PACKED INTO ONE CERTAIN TO BE A VERY LONG RUN THE BEST ARMY PICTURE EVER MADE UNQUOTE."
 "SKETCH"—"STRONGMEN WILL SIT FORWARD IN THEIR SEATS THRILLED TO THE MARROW AND HAVE NO TIME



KOHLER "COMES UP"

We bet that Fred Kohler never dreamed, when playing heavy roles in the past, that he would some day be cast as Mae West's heavy lover. That's just the role he plays in the early sequences of "How Am I Doin'?" It so happens, however, that Fred stops a bad, bad bullet, and suave Paul Cavanagh takes his place.

FOR WHISPERED CONVERSATION WITH THE WOMEN THEY TAKE TO BENGAL LANCER UNQUOTE"
 "FILM RENTER"—"A TRIUMPH OF ENTERTAINMENT THAT SHOULD CLEAN UP ANYWHERE BEAU GESTE ALL OVER AGAIN ONLY MORE SO UNQUOTE."
 "CINEMA"—"ENTERTAINMENT THAT WILL UNDOUBTEDLY MEAN RECORD BREAKING SUCCESS WHEREVER IT IS SHOWN AND THIS QUITE APART FROM ITS INESTIMABLE VALUE AS AN EXPOSITION OF BRITISH IDEALS AND SENTIMENT."
 "STAR"—"THIS IS A PICTURE THAT LIVES IF YOU MISS THIS PICTURE YOU WILL MISS ONE OF THE BEST THAT HAS EVER COME OUT OF HOLLYWOOD OR ANYWHERE ELSE UNQUOTE."
 "EVENING NEWS"—"ON THE WHOLE HOLLYWOOD HAS MADE A GRAND JOB OF THE PICTURE AS REGARDS THE BRITISH SPIRIT IT TAKES YOU BACK TO THE FINE OLD DAYS OF BEAU GESTE WHEN PICTURES REALLY THRILLED UNQUOTE."



C. B. DeM's FALCONRY

"The Crusades" has resulted in the very old sport of falconry being given a lot of attention in Hollywood. Here is Cecil B. DeMille, an expert falconer, proudly demonstrating one of his best birds to Henry Wilcoxon.

PERSONAL ITEMS FROM THE GLOBE'S FOUR QUARTERS

NEW COMPANY

Distribution of Paramount product in Guatemala, Honduras, El Salvador, Nicaragua and British Honduras, hitherto carried on by Paramount Films, S. A., will now be managed by Paramount Films of Guatemala, Inc., located at Guatemala City. Saul A. Jacobs is manager of Paramount Films of Guatemala, Inc.

HUNGARIAN PARAMOUNTEERS ON THEIR TOES

That the Paramounteers of Budapest are determined to share mightily in the Five Thousand Dollar Prize Award is proven by the following excerpt from a letter received by Mr. Hicks from Manager Louis Foldes of Hungary:

"I have received your very wonderful letter, for which many thanks. I promise you on behalf of all the boys and girls in the Hungarian office that we will do our mightiest to produce for 1935 the greatest business this office has ever known. I am indeed very happy over the program of pictures that we have to sell."

PARAMOUNT'S LEGION GAINS NEW TERRITORY

Maps will have to be studied assiduously to find the territory of Bonaire, but find it you will and must, because Paramount has pioneered there in the exhibition of sound pictures. We will let the following letter to Mr. Hicks, written by Eugene Schosberg, assistant manager of the Cristobal, Canal Zone, office tell the story:

"I know you will be interested in learning that another corner of the world has initiated sound pictures, and that the very first of these was a Paramount Picture, and that Paramount International has added another outpost to its empire.

"The island of Bonaire is in the Caribbean Sea north of the Coast of Venezuela and just east of Curacao. It has a population of under six thousand. Until recently, sound pictures had never been shown there. On December 26, 1934, GOLDEN HARVEST, a Paramount Picture, was shown—being the first sound picture to be so exhibited and initiating the regular presentation of sound pictures. Bonaire is serviced with product from Curacao and this new account was begun due to the efforts of our agents in Curacao, Messrs. S. E. L. Maduro and Sons. Subsequent showings were made of HER BODY-GUARD and CRIME OF THE CENTURY, also Paramount pictures, and this service will be continued."

AN EXPLANATION

The picture starring Richard Barthelmess, first called "Small Miracle" and then "Night Drama," has finally been titled "Four Hours To Kill." The explanation of this is that the title is a two-edged one: it deals first of all with a 'killer' who has been captured by the police, and of what happens when the detective, with his prisoner manacled to him, goes to a theatre because they have missed a train and have "four hours to kill."

クレオパトラの大成功
クレオパトラは東京では十一月二十五日から帝國劇場、大勝館、武蔵野館で封切され、堂々二週間連続して、右三館の正月興行のレコードを粉砕した。目下十三本のプリントが全国に流れて一日の休みなく働いていて、各地でも予想以上の成績を収めて行く。「暴君メロ」の記録を遙かに凌駕する記録を作る事に確実と成った。

トム・デュー・カクレン

TRANSLATION

"CLEOPATRA" A GREAT SUCCESS

CLEOPATRA was released, day and date, at three theatres in Tokyo—the Imperial Theatre, Taisho-Kan and Musashino-Kan—on December 25, 1934, running for two weeks at each theatre and smash-

ing all January records.

Our thirteen prints are working without a day's idleness, and all towns playing CLEOPATRA report tremendous business—greatly beyond expectations. We are now certain that CLEOPATRA will break the record set by SIGN OF THE CROSS.

TOM D. COCHRANE.



PARAMOUNTEER MEETS JAN KIEPURA

On the occasion of the new Paramount star's recent visit to Warsaw, he was met at the Hotel Europejski by Miss Bela Szenker, member of the Warsaw office's publicity staff. Naturally the Paramounteers of Poland are very much delighted at Paramount's acquisition of Kiepura and promise sensational results with his pictures.

VERSATILE CARL

The success motto from Carl Brisson is, "To succeed you must be versatile in many things." To prove his theory, in "All the King's Horses," he sings several numbers which verge on the operatic with his co-star, Mary Ellis; does ten different types of dancing in as many different tempos and to finish the whole thing off, collaborates on the lyrics for "A Little White Gardenia."

ROSITA MORENO IN NOEL COWARD FILM

Of outstanding interest in all Spanish territories is the fact that Rosita Moreno has been signed for a featured role in the Hecht-MacArthur film, "Miracle In 49th Street," starring Noel Coward.

Miss Moreno is undertaking this role in the respite between the two Carlos Gardel pictures she is making for Paramount distribution in New York's Long Island studio.

It is said that the fourth of the Hecht-MacArthur productions for Paramount release will star the irrepressible Beatrice Lillie. Like the other three, it will be made in the Astoria Studio, New York.

TWO PAIRS OF CALIFORNIA NEWLYWEDS



At least they were two months ago, but with the great lapse of time since then they probably rate as 'staid married folks' now. All joking aside, though, permit us to present, at the right Mr. and Mrs. J. W. Piper of Tokyo, Japan; and at the left Mr. and Mrs. Luigi Luraschi of Hollywood, California. Mr. Piper is Paramount's manager for Japan. Mr. Luraschi is Studio Representative of Paramount International Corporation.



Adolph Zukor has announced that Austin C. Keough, in addition to his duties as General Counsel of the Paramount Public Corporation, has been appointed a vice-president of the picture group of subsidiary corporations to coordinate the departments of production in New York.

MEET IRIS ADRIAN

This shapely little lady is Iris Adrian, one of the notable 'finds' made in New York by the Production Department's Eastern talent 'discoverer,' Oscar Serlin. Mis Adrian has already been observed to very fine advantage in "Rumba" and will next be seen with George Raft and Ben Bernie in "Stolen Harmony."

She is a dancer and a singer as well as being an actress, which should be good news for Paramounteers everywhere.



MAE AND THE VISCOUNT

You must have read of the visit of Viscount Byng to the Paramount Studio recently, and his famous afternoon tea party with Mae West. Well, here they are, tea cups and all.

WELCOME, SAM

Paramount International News is happy to welcome back to the Paramount ranks, Sam Palmer, who has been appointed editor of Paramount Sales News, house organ of the Domestic Distribution Department. Al Hirsch, former editor of Sales News, has joined the trade paper advertising department of Advertising Director Robert M. Gillham.

IN MEMORIAM

It is with the most profound sense of regret that we are compelled to record the passing of two splendid Paramounters of France—Andre Collin, head of the Publicity Department of the Paris office; and Robert Langlet, head of the Paris Accounting Department.

Their loyal service to Paramount through many years endears their memories to the legion of friends they leave behind.

DEZE MAANDGROOT NIEUWS

De rubriek op pagina 3, onder het opschrift "Contest Chips" is van onschatbaar belang voor elken Paramounter. Daarin worden vervat de individuele prestaties waarmede de deelnemer aan ons concours aanspraak meent te kunnen maken op een aandeel in den hoofdprijs van vijf duizend dollars. Deze prijskamp biedt veel meer kans op het behalen van een prijs dan een loterij, want het concours berust niet op geluk, maar op den persoon en diens prestaties. Laat daarom Uw prestatie verschijnen in bovenvermelde rubriek.

De benoeming van Henry Herzbrun tot algemeen directeur en vice-president der Hollywood Studio's en van Ernst Lubitsch, tot productie-leider, zal door iedereen Paramounter met vreugde begroet worden. Men kan de geheele wereld tevergeefs afzoeken naar een tweetal mannen, die beter voor deze taken berekend zijn, dan deze twee.

In deze editie vindt U meer nieuws omtrent de exploitatie en het succes in het buitenland van "Lives of a Bengal Lancer." Het is een film uit een reeks super-producties waarop we met recht trotsch zijn.

Een soortgelijke film is "All the King's Horses," met Carl Brisson en Mary Ellis in de hoofdrollen. Dit is een muzikale film bij uitstek geschikt voor buitenlandsche distributie. Het zal U tevens verheugen te vernemen, dat de Heer Brisson's contract voor een jaar is verlengd, gedurende welken tijd hij in drie nieuwe films zal spelen.

Volledigheidshalve vermelden we hierbij de winners van het concours 1934: Gus J. Schaefer won den prijs van \$500 voor Divisie-leiders. Duitschland won den landendprijs van \$300, terwijl John B. Nathan van het Uruguay kantoor den prijs van \$200 won voor het vereffenen van alle tegoeden.

"Mississippi" en "Ruggles of Red Gap" zijn de twee jongste Paramount films, die ge zeer zeker naar Uw gading zult vinden.

TWO MORE SHELLS FOR OUR CANNON IN THE WAR AGAINST EXCESSIVE DIALOGUE

There have come to our ever-searching eyes two very important quotations on the subject of excessive dialogue in motion pictures. One of these is from a letter sent by John B. Nathan, Managing Director of the Paramount organization in Argentina and he says:

"Needless to say, for these countries they (pictures of the type of 'Bengal Lancer') are top notch, because our greatest enemy is not crises, droughts, floods, locusts, revolutions—but simply dialogue."

The second quotation is by Baroness Orczy, author of "The Scarlet Pimpernel" and she in her turn says:

"I believe that the motion picture, in the proper sense of the term, must have action. The art of the camera is motion, and a really successful film makes use of dialogue and tells its story by clever pantomime."

We believe it of sufficient importance to build a file on this subject and will welcome any reactions that you might have to offer.

NOTICIARIO MENSAL

A secção "Contest Chips" (Notas sobre o Concurso), que publicamos á pagina 3, ha de interessar vivamente a todos os paramountistas. Nellas figuram os actos e feitos os quaes, uma vez realizados, dão direito aos premios de Cinco mil dólares do Concurso. Este plano, como logo se vê, é mais seguro que qualquer loteria, porque por elle qualquer pessoa pode manejar a sua propria sorte. É importante, pois, entrar no Concurso.

—As recentes escolhas de Henry Herzbrun e de Ernst Lubitsch para os cargos de vice-presidente e gerente geral da produção nos Estudios da Paramount em Hollywood, devem encher todos os paramountistas de grande satisfação, porque ainda que procurassemos por todo o mundo, com uma lanterna na mão, não encontraríamos dois homens mais bem capacitados para os cargos que ora occupam.

—Publicamos neste numero varias noticias internacionaes sobre a nossa grande produção "Lances da Índia. São noticias de grande significação, que revelam o maximo valor desse filme.

—Outra grande produção, com lindas musicas, é "All the King's Horses," em que vemos o sympathico Carl Brisson em esplendido papel, em companhia de Mary Ellis, no principal desempenho feminino. É também noticia que todos receberão com alegria, o ter Mr. Brisson assignado mais um anno de contracto, durante cujo prazo fará pelo menos tres filmes.

—Para que todos o saibam, foram os seguintes os vencedores do concurso do anno passado: Gus J.



MARY ELLIS, Paramount star, has her eyes uplifted to even greater film triumphs than the one she scores in "All The King's Horses." She has already scored another great hit in "Paris In Spring," which we will shortly see.

Schaefer ganhou o premio de \$500, destinado aos chefes de divisão; a Alemanha, como paiz, ganhou o premio de \$300; coube a John B. Nathan, no Uruguay, o premio de \$200, por melhores apurados.

—"Mississippi" e "Ruggles of the Red Gap" são dois dos novos e bonitos filmes da Pamamout, interpretados por nomes de alta cotação artistica.

NOTIZIE DEL MESE

Il notiziario intitolato "Particolari sulla Gara" a pagina tre e' di grande interesse per ogni membro della Paramount. Esso vi informa sui successi e sulle iniziative di coloro che si preparano a vincere una buona parte dei cinquemila dollari. Questa gara, come voi sapete, e' molto piu' sicura delle solite lotterie, perche' ogni persona puo' controllare il suo destino. Percio' e' molto importante che vi assicuriate la traduzione della pagina su questi "Particolari della Gara."

Le nomine di Henry Herzbrun a vicepresidente e direttore degli Studi della Paramount a Hollywood e di Ernst Lubitsch alla carica a "managing director" della produzione, saranno certamente fonte di gioia per tutti i membri della Paramount. Potreste cercare in lungo ed in largo per tutto il mondo e non potreste trovare due personalita' piu' adatte per queste due cariche cosi' importanti.

Questo numero vi porta molte informazioni sul continuo e grandioso successo in tutto il mondo della cinematografia "Vite di un Lanciere del Bengala." E' una delle parecchie magnifiche cinematografie, di cui noi siamo giustamente orgogliosi.

Un'altra cinematografia, degna della tradizioni della Paramount, e' "All The King's Horses" (Tutti i cavalli del Re), della quale sono interpreti principali Carl Brisson e Mary Ellis. Questa e' una cinematografia musicale del tipo di quelle che voi ricevete sempre con tanto piacere. Sarete pure lieti di apprendere che abbiamo impegnato in un contratto per un altro anno Mr. Brisson, che si produrra' in almeno tre cinematografie durante questo periodo.

Perche' voi siate al corrente della gara 1934, vi comunichiamo che i vincitori furono:—Gus J. Schaefer vinse il premio di \$500 per la Divisione dei Direttori, la Germania come nazione, vinse il secondo premio di \$300 e John B. Nathan nell'Uruguay, con un record del 100% per la liquidazione dei conti, ebbe il premio di \$200 dollari, destinato a questa sezione.

"Mississippi" e "Ruggles of Red Gap" sono due delle nuove cinematografie della Paramount che noi siamo sicuri troverete di pieno vostro piacimento.

BOG GRAHAM TO MEXICO

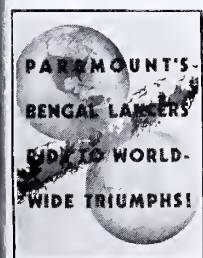
Robert Graham, who has been a member of the Home Office staff for the past several months, serving in all departments, and also in the New York exchange, left for Mexico City on February 20th as special Home Office representative. He will be attached to the staff of General Manager A. L. Pratchett.

We all wish Bob all possible success in his new assignment and feel positive that he is going to make the most out of this exceptional opportunity in Paramount's service.



INTERNATIONAL TRADE PAPER DISPLAY FOR "BENGAL LANCER"

With the display at the left as Page One, and the broad display at the right as Pages Two and Three, "The Lives of a Bengal Lancer" was recently given a splendid trade paper splash in



New York's "Film Daily" by Advertising Director Robert A. Gillham. The display indicated some of the world-wide triumphs which this mighty picture had then pegged and gave an indication of the many more to follow. Likewise it is planned to have another advertising smash similar to this one, incorporating the newest of the "Bengal Lancer" triumphs.

"THE LIVES OF A BENGAL LANCER"

Chicago, U.S.A.—Three weeks on the Broadway Theatre and going strong!

NEW YORK
New York, U.S.A.—Four weeks! After three weeks on the Paramount, moved to Rialto and going like a house on fire!

LONDON
London, England—Successful opening at the Carlton Theatre! Followed by London by storm! Strongest box office draw of the year!

SYDNEY
Sydney, Australia—Hailed as greatest road show production in the history of the city!

CALCUTTA
Calcutta, India—A box office smash at the New Empire Theatre! The outstanding hit of the season!

GARY COOPER · Franchot Tone · Richard Cromwell
Sir Guy Standing · C. Aubrey Smith · Kathleen Burke

A Paramount Picture directed by Henry Hathaway

FLASH!
Bombay, India, Feb. 3 The Cable—BENGAL LANCER opened last night to packed house! The feature was received greater ovation here. Press campaign in vogue! It best picture made and maintains it Best Picture for 1935!

EXPLOITATION IS IMAGINATION ALLIED TO INITIATIVE

FINE POLISH EXPLOITATION FOR DIETRICH FILM

Here is excellent outdoor exploitation by the Metropolis Theatre at Poznan, Poland, in behalf of "The Scarlet Empress." The theatre dressed up in the costumes of the picture, and had a stirring stage show, also, in the film's spirit.



"ECRAN" ISSUED FOR PARAMOUNT ANNOUNCEMENT

We have received a very fine issue of "Ecran," the only motion picture magazine published in Chile, and what particularly takes our fancy is the fact that it is practically dedicated to Paramount's 1935 announcement. In fact Mr. Benito del Villar, who was responsible for this announcement, advises us that the issue was put out almost expressly for the purpose of carrying the Paramount message, which of course accounts for the fact that the Trade Mark is so liberally

and worthily displayed throughout.

ARGENTINE TRIUMPH

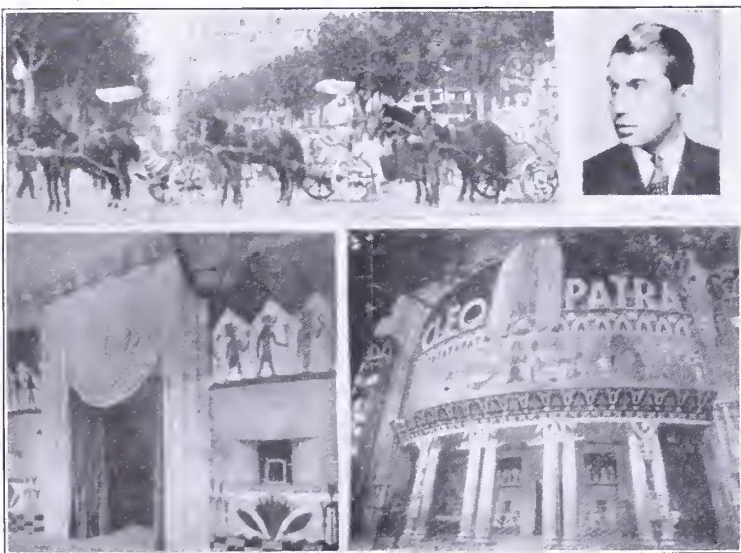
We cannot help but be lavish in our praise for the magnificent announcement book prepared in Buenos Aires for Paramount's 1935 product.

Produced under the inspired guidance of Managing Director John B. Nathan, and executed by Guillermo Fox and his associates, the book has been a sensation throughout the film industry in Argentina, Paraguay and Uruguay, a fact that we can well understand after seeing a copy.

LIVE CHILEAN STUNT: Herewith three splendid samples of exploitation on behalf of Carlos Gardel's Paramount film, "Cuesta Abajo." They are from Temuco, Chile and the enterprising exhibitor was Sr. Federico Sievert, owner of the Teatro Central.



Top right is a banner across the left was not only distinctive main thoroughfare, lower right a during the daytime, but was electric float, and the giant guitar at trically illuminated at night.



MARVELOUS BARCELONA CAMPAIGN FOR "CLEOPATRA"

It is easy to understand why Spain's Managing Director M. J. Messeri cabled so enthusiastically about the season which "Cleopatra" enjoyed when we observe how comprehensive the Coliseum Theatre's campaign of exploitation and publicity was. Here are glimpses of the street chariot ballyhoo, the lobby and the exterior of the famous house, with an insert of Manager C. Bori of the Coliseum, responsible for this fine work.



Paramount

TRADE MARK HONORABLE MENTIONS

SOME REPLIES TO OUR CIRCULAR LETTER OF JANUARY 21st, 1935

Mr. Peereboom wrote from Amsterdam, Holland:—"Please be informed that I personally will see to it that all advertising matter, newspaper announcements, etc. which leave our office will bear our Trade Mark, as in the past. . . . Paramount is not only a Trade Mark, but a religion, too!"

Mr. A. Lichtschiendl wrote from Vienna:—"You speak from the soul of all Paramounteers when you express the wish that the Trade Mark must shine as never before. . . . If there have been failures in this respect in the past, the utmost attention will be paid to it from this instant and I want you to be convinced that your request will be carried out absolutely and with enthusiasm."

SUPERB PRESS BOOK

Since we are this month so much in the spirit of "prizes," let us say without equivocation that if prizes were being awarded for the most effective, worthwhile and practical press books, the palm would in all probability go to Australia, with a particular citation for the outstanding book on "Cleopatra." This huge volume, in colors, even tops the domestic publication and positively leaves the Australian exhibitor lacking nothing in the way of an aid to create a smash success with the DeMille picture. Praise indeed shall go to the Australian advertising council of Messrs. Flynn, Kelly and White for a great piece of work, not forgetting the great assistance of Art Director George Lawrence.

TWO-WAY BOOST

If you are a reader of the Motion Picture Herald of New York you probably have noted a good many exploitation stories from all parts of the world in recent issues. This is because we now have the policy of giving outstanding exploitation items a boost not only in Paramount International News, but also in the Herald. So let's have your story.

DEL VILLAR'S EFFECTIVE CHILEAN PROLOGUE

Splendid efforts are being made to get Mae West up to the pinnacle of popularity where she belongs. Here, for instance, is the prologue to "Belle of the Nineties" as staged by Benito

del Villar at the Real Theatres of Santiago and Valparaiso. He called it "The Spider, Rose and Butterfly," to all of which roles Mae West answers "Present!"

FLASH! Marlene Dietrich's new Paramount picture, viewed just as this issue of Paramount International News went to press, is everything that you would wish it to be. It has color, sparkle and so much romantic action that it is "Morocco," "Shanghai Express," "Dishonored" and "Blonde Venus" rolled into one. Its title, as you know, is THE DEVIL IS A WOMAN. More details by letter, with especial emphasis on the pair of grand songs that Marlene sings.

CONSULT McLENNAN Bros.
Builders
And
Contractors
27 Narvana Avenue,
East Mahon, SES
Phone U-3549

Paramount The gateway to Romance

AUSTRALIA sends us this very effective half-page national advertisement from one of the Bendigo papers. It commemorated the opening of the magnificent new Plaza Theatre there and in its text Paramount congratulated the directors of the Plaza for their splendid business enterprise. The advertisement was created by Advertising Manager Hermann E. Flynn.



NEWS FROM PARAMOUNT'S WORLD - GIRDLING THEATRES

MELBOURNE CAPITOL'S TENTH BIRTHDAY



This top view shows Mr. Thornley with all of the members of the Capitol Theatre's staff who have been with the house since its opening in 1924. Mr. Thornley is 7th from the right. The lower glimpse shows the entire staff.

Reported by our Melbourne Correspondent

In celebrating the Tenth Anniversary of the opening of the Capitol Theatre, Melbourne, Australia all the employees of the theatre from the cleaners to the executives were tendered a dinner at the Commodore Club Cafe. Mr. James L. Thornley, the General-Manager, presided as host of the evening. The honorary guests were Mrs. James L. Thornley and Mr. Herman F. Phillips (the first Managing Director). Also honored at the head table were the thirteen members of the staff who had been in the employ of the Capitol Theatre since its opening day, ten years ago. The thirteen original members were—Mr. C. M. Mirams, Mr. E. J. Solomon, Miss A. Lewis, Mr. A. J. Arnott, Mr. O. J. Ride, Mr. R. J. Bloomfield, Mr. J. B. O'Brien, Miss M. Johns, Mr. A. G. Boss, Mr. E. Newman, Mr. F. Cunningham,

ham, Miss S. Waters, Mr. A. S. Code, and the man who is known to practically all of Melbourne, Mr. Bert DeWardt, the commissionaire.

A telegram of greetings and congratulations from the Australian Paramount chief, Mr. John E. Kennebeck, was read. Toasts were given to the over-seas Paramount chiefs, Mr. Adolph Zukor and Mr. John W. Hicks, Jr. In Mr. Thornley's address to the staff, he paid special tribute to the members of the original staff who had been with the theatre for the ten years past. A novel tribute was paid to Mr. Bert DeWardt in the way of a presentation to him of the "House Full" sign which has been in use at the theatre during the ten years. This old "House Full" sign was the pride and property of Mr. DeWardt, who had treasured it and its good luck by refusing the use of a new sign. It was a fitting tribute that he should be presented with it, signed by all the members of the staff, to treasure as a lasting memento of the ten years of front-of-house service. A new "House Full" sign was likewise presented to him for future use and, incidentally, was used for the first time to capacity house on this anniversary night.

Mr. Thornley paid sincere tribute to the entire staff—"The first theatre service corps in Australia was pioneered by the Capitol Theatre. Our Service Corps is founded on courtesy, attention, and anxiety to gratify any requests of the patrons of this theatre." "As General Manager of this theatre from the day it opened its doors, I would like to take this opportunity of thanking the entire personnel of the Capitol Theatre organization, who have so loyally and faithfully co-operated with me in my efforts towards the highest ideals in entertainment and in service." Followed reply speeches by Mr. H. F. Phillips, Mr. W. R. Rowell, and Mr. F. V. Kennebeck.

CREDIT WHERE IT IS DUE FOR GLASGOW PREMIERE

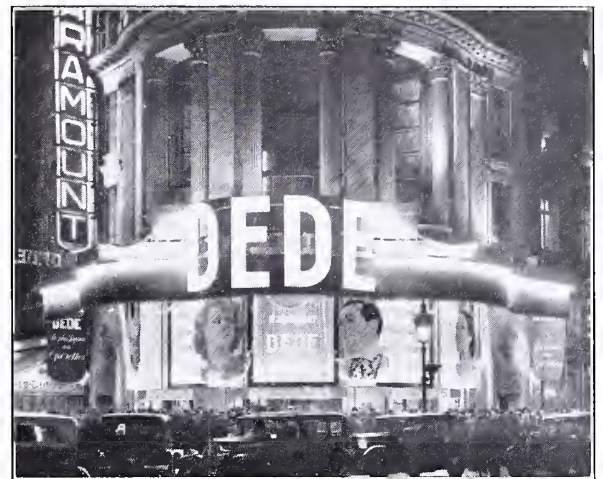
We are happy to point out in this issue—now that you have completely surveyed with pride the achievement of the Glasgow Paramount Theatre opening which we reported last month—that credit for the magnificent success of this opening belongs to Earl St. John, Director of Paramount Theatres; Leslie L. Holderness, Supervisor of Theatres; and Charles Young, manager of the Glasgow Paramount.

One phase of this cavalcade of triumph is the fact that the tremendous campaign of local cooperative advertising in Glasgow, which included six whole pages of advertising, one of them in color, was secured at not a cost of a single penny to the Theatre. And this in Scotland, me hearties!

PARIS MUSICALLY MESMERIZED BY "DEDE"

"Dede" is one of the most tunefully successful of all musical films to emerge from Paramount's Joinville Studios. It stars Albert Prejean and Dannielle Darrieux and is fun from start to finish. Paris picturegoers evidently knew this in advance, for when the picture opened at Le Paramount the house was stormed from opening to closing by excited throngs of film fans.

Our scene shows Theatre Director General Andre Ullmann's highly effective front of house display, and also a few of the many thousands of picture fans.



THE MIGHTY CARLTON CROWD

As this issue goes to press, "Lives of a Bengal Lancer" is in its fifth sensational week at Paramount's Carlton Theatre in London. If the word 'week' in that introductory sentence does not change to 'month' during the season of this superb picture, then our guess is a pretty bad one. The inset view is of the theatre marquee.

POSSIBLE RE-ISSUE OF "THE VIRGINIAN"

A letter has been sent to all offices dealing with the possibility of re-releasing "The Virginian." This was one of Paramount's first sound pictures made out of doors, and so great was the insistence for its re-issue on the part of American exhibitors, that Paramount has made up new prints. Moreover, wherever this picture has been re-played it has done sensational business.

We believe that in the light of your wanting to re-issue it in your territory you will like to be reminded that the cast includes Gary Cooper, Richard Arlen, Walter Huston, Eugene Pallette and Mary Brian.



WESTERN AUSTRALIA, the city of Perth, to be precise, has supplied this very effective full page advertisement for "Cleopatra." Needless to say, it contributed very materially to the outstanding success of the film, a success which Manager M. Foster of the Paramount office claims to be the greatest individual triumph any picture in Perth has ever enjoyed.



GLIMPSES OF PARAMOUNT MARSEILLES EXCHANGE

We are happy to present herewith some intimate glimpses of the Paramount Exchange in Marseilles, France. In the centre (1) is the office of Branch Manager Robert Lenglet, with the manager himself surrounded by his staff. (2) The First Floor Hall. (3) Shipping Department. (4) Office of Mr. Issaurat, in charge of programme selection. (5) Entrance Hall on the Ground Floor. (6) Projection Booth. (7) Exchange office, where programmes are selected. (8) Film Inspection Department.

GARDEL EMPIEZA SU CUARTA PELÍCULA

El día 21 de febrero dióse comienzo en los estudios cinematográficos de Astoria a la película "Tango Bar," que será la cuarta que haga Carlos Gardel en los Estados Unidos, y de la distribución de la cual quedará encargada la Paramount. Gardel tiene nuevamente como primera actriz a Rosita Moreno. El aplaudido actor argentino Tito Lusiardo ocupa lugar principal en el reparto, que incluye también a Enrique de Rosas, Colette D'Arville y varios otros actores de fama.

"El día que me quieras," producción en cuyo corte y montaje se trabaja activamente en estos días, quedará lista en breve para enviarla a las oficinas de los países de habla castellana.

MUCH INTERESTING PUBLICITY FROM AUSTRALIA

Recent mails have brought in a big batch of very worth while publicity material from the Blue Ribbon Bunch.

Particularly intriguing was the souvenir programme of Paramount's Capitol Theatre in Melbourne, concerning which we wrote last month. This souvenir traced the history of Melbourne, the history of Paramount and the history of Paramount's Capitol. It was the sort of souvenir which is kept always for its historical value, and the Capitol's personnel, from general manager James L. Thornley and publicity director Frank V. Kennebeck down, deserve heartiest congratulations for such a fine

LONDON NOTES

From Our Correspondent

Scenes of tremendous enthusiasm marked the European Premiere of Paramount's stirring and spectacular "Lives of a Bengal Lancer" at the Carlton Theatre, Haymarket, London, on January 31st. A large crowd massed in the Haymarket some time before the performance was timed to begin and watched the arrival of dozens of celebrities from every walk of life.

The invited guests who had signified their acceptance included the Secretary of State for India, Sir Samuel Hoare, Mr. J. H. Thomas, Secretary for the Dominions, Lord Lloyd, former Governor of Bombay and many famous figures in politics, drama, stage and films and military life.

Rarely before has a production aroused such spontaneous enthusiasm. At the conclusion of the screening a long burst of sustained applause followed the poignant ending. This was temporarily cut short by the playing of "The King" but it burst out again in increased volume—the audience standing and applauding for nearly half a minute before leaving the theatre.

The newspapers here have been unanimous in praising this picture as among the great classics of the screen. Not since "Beau Geste" can we remember a film in which the critics have been so unstinted in their praise of a film.

One of the Trade Paper Editors who saw the picture at the opening was so impressed by the production that he asked for seats to see it again two days later—offering to pay for them if necessary! And is that a record?

"Here Is My Heart," the new Bing Crosby film recently shown at the Plaza Theatre, London, in which the star has Kitty Carlisle playing opposite has proved an instantaneous success, and packed houses were general throughout the run. On one evening H.R.H. the Prince of Wales and a party of six friends saw the picture. This is the second visit of the Prince to the Plaza within a fortnight, the last picture he saw there being the W. C. Fields comedy "It's A Gift."

Next night the film was further honoured by a visit from T.R.H. Duke and Duchess of York and the Duke and Duchess of Kent. Thus five members of the Royal family saw the picture within the first two days of its run.

piece of work.

Also in the consignment was a batch of specially prepared advertisements on "Cleopatra," the work of Hermann E. Flynn, advertising manager and Artist George Lawrence. These ads were most commendable for their fine pictorial sweep as well as for the manner in which they convey the bigness of the picture. After due inspection in New York they were sent to the studio for Mr. DeMille's gigantic "Cleopatra" scrapbook.

The Prize Amount Is \$5,000

"The Devil Is a Woman"

The Picture Is a Hit



Vol. 2

No. 4

Issue of
April First, 1935

The Price per issue is simply Loyalty
to Paramount's International Legion.

NEWS HIGHLIGHTS

★

London press reviews on 'Bengal Lancer' lauded the film as just the finest imported into England.

★

The next choice apparently is 'Ruggles of Red Gap,' press reviews on which are uniformly excellent.

★

Mae West's picture has been titled 'Goin' To Town' and the title of Noel Coward's first for Paramount is 'The Scoundrel.'

★

Messeri's Matadors have swung up to the lead in the contest. Graham's Bulldog Division, however, is a strong contender for first place.

★

JOY BELLS. Melville A. Shauer and Rosita Moreno were married in Yuma, Arizona, April 3rd.

★

A highlight of next month's issue will be a detailed story of Carl York's amazing Paramount pilgrimage to Moscow.

★

Further highlights on the London success of 'Ruggles of Red Gap' contained in cables received from Messrs. Montague Goldman and Earl St. John. That of St. John said "Ruggles biggest hit Plaza two years stop Laughton phenomenal press and public reaction stop going into third week looks like fourth."

★

LATER: J. G. Graham cables that "Ruggles" has gone to a fifth week, on all-time Plaza record. As Laughton says in the picture—"Yippee!"

MR. HICKS SOON TO SAIL FOR EUROPE. TO BE ACCOMPANIED BY GEORGE WELTNER

Mr. Hicks will leave New York for Europe aboard the "Washington" on April 10th. He expects to be away about six weeks, returning in time for the American Paramount Convention, which is set for May 22, 23, 24 in New York City.

The trip will be in line with the regular practice of Mr. Hicks in visiting England and the Continent twice a year. On this occasion he will be accompanied by George Weltner, assistant manager of Paramount International Corporation, who is making his initial trip to Europe. Also on the same boat will be Frank Farley, Special European representative of the Production Dept.; and T. X. Jones, special New York representative stationed in Paris.

★

TERRIFIC REVIEWS ON "RUGGLES OF RED GAP"

We are not publishing in this issue the New York reviews on 'Ruggles of Red Gap' because they were so perfect that no sentence of any one of them could be omitted. Instead, we had them photographically reproduced on large sheets and mailed them to you.

You must have received your copy long ago, and you could not have failed to be impressed by the marvelous praise the film secured.

★

PARAMOUNT ANNOUNCES A SUPER-MUSICAL

Considered the most important purchase since the advent of sound, Paramount announces acquisition of all rights to the story of Victor Herbert's life, together with rights to some five hundred of his musical compositions.

Ernst Lubitsch, managing director of production, states that the picture will be filmed as one of the studio's most important productions of the next season, with all of its singing stars in the cast. These, as tentatively announced, include Gladys Swarthout, Helen Jepson, Mary Ellis, Kitty Carlisle, Bing Crosby and Jan Kiepura.



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

Vol. 2 April, 1935 No. 4

MR. ZUKOR LAUDS "PARIS IN SPRING"

One morning a couple of weeks ago the phone tinkled in Mr. Hicks' office and he was advised that Hollywood was calling. It was then 10 a. m. in New York, which meant that it was just 7 a. m. in Hollywood. The caller was Mr. Zukor.

He had seen a screening of the first rough-cut of "Paris In Spring" the night before and it shored up so marvelously that he just had to call Mr. Hicks and tell him what a wonderful musical picture was on the way. He said also that Mary Ellis is magnificent and certainly will develop into one of the outstanding singing stars of the screen.

This news just had to be passed on to you all, even though the nature of the conversation had to do with a picture which was not at the moment completely finished.



Here, laughing, are the four players who have contributed so magnificently to the success of "Paris In Spring." Left to right they are: Ida Lupino, Tullio Carminati, Mary Ellis and James Blakeley.

STATISTICAL NOTE

The editor welcomed Julie Margaret Deane into his family on his own birthday, February 27th. Mrs. Deane made an excellent recovery.



Un aspecto de las magníficas decoraciones del Tango Bar, que es uno de los lugares donde acontecen varias escenas culminantes de "Tango Bar," la nueva producción de Carlos Gardel. Estas decoraciones son las más lujosas que ha habido hasta ahora en una película hablada en castellano. Aparecen en escena Rosita Moreno y Carlos Gardel disponiéndose a dar comienzo a un número de baile.

LA CUARTA PELÍCULA DE CARLOS GARDEL

En la noche del 7 de marzo acabóse de fotografiar en los estudios de Astoria la película "Tango Bar," que es la cuarta que ha hecho Carlos Gardel en los Estados Unidos y de cuya distribución quedará encargada la Paramount. Durante los tres días anteriores a esa fecha, las cámaras cinematográficas de los dichos estudios habían estado enfocando las decoraciones más costosas de cuantas se han presentado hasta ahora en una producción hablada en castellano: las del suntuoso local del Tango Bar, en donde se desarrollan escenas de muy subido interés dramático.

En la película que nos ocupa, Gardel cuenta de nuevo con la espléndida colaboración de Rosita Moreno, y hay en el reparto artistas como Tito Lusiardo, Enrique De Rosas, Manuel Pelufo, Colette D'Arville y muchos otros.

Las películas que, con anterioridad a "Tango Bar," ha hecho Gardel en los Estados Unidos para que las distribuya la Paramount son las tituladas "Cuesta abajo," "El tango en Broadway" y "El día que me quieras." Además de estas cuatro producciones, ha aportado su colaboración, en forma muy valiosa por cierto, para "Cazadores de estrellas" ("The Big Broadcast"), película de la Paramount tomada en Hollywood.

CARL P. YORK TURNS REPORTER, CHRONICLING ACTIVITIES AT COPENHAGEN CONVENTION FOR PARAMOUNT INTERNATIONAL NEWS

By CARL P. YORK
(Chief Scribe of the
Paramount Vikings)

I have just returned from Copenhagen where we held a very successful convention in the presence of Mr. Lange, who was kind enough to come to Copenhagen to be with us at this meeting.

The boys were all very enthusiastic at the excellent news conveyed to them by Mr. Lange. First of all the Drive with the very generous prizes, which naturally made a great appeal to everybody, and you may rest assured that it will be a hard race for this money. Personally I think his idea is deserving of great credit because it is unquestionably one of the fairest drives we have ever had. It gives everybody an equal opportunity to win and is a most interesting contest. Besides this very fine news Mr. Lange also received a wire from Mr. Holman to the effect that Mr. Lubitsch had been chosen production manager of the Paramount Studios in Hollywood. This, as you might readily imagine, was the sensation of the convention, because if every one of the boys present had been asked to name their own production manager it would have been no one less than Lubitsch, and I am sure that there is not a Paramount man in the world who would not prefer to see Lubitsch

at the head of our Production Department rather than any other producer.

The boys were all given their respective quotas and none of them complained about them being too high because they figured that with CLEOPATRA and BENGAL LANCER going out right now, we will probably have a couple more of the same size during the first six months and if that is the case we should go over the top with a bang.

I cabled you the other day in regard to the BENGAL LANCER and the tremendous success it is making here. This was also very encouraging news for the boys at the convention who have not yet released this picture.

The acquisition of Jan Kiepura the boys considered of tremendous importance. He is without question the biggest money-maker in Scandinavia today, and under Lubitsch's supervision we are all convinced that he will be even better than he has been in the past.

From the enthusiasm and the splendid Paramount spirit shown at this meeting you may have full confidence in the Scandinavian Paramount organization. We will not only do a much bigger business in 1935 than in 1934 but we will also make a big effort to reduce our operation cost, which is equally important.

PARAMOUNT LEDER FORTEFARANDE.

Mr. Zukor telefonerade från Ka fornien till Mr. Hicks för några dagar sedan och sade, att det ser i som om Mary Ellis skulle bli en världens största sjungande stjärna. Han hade just sett den första kopiet av "Paris in Spring" och var och hördt entusiastisk över både Mary Ellis och filmen. Som ni alla vet så spela både Ida Lupino och Tullio Carminati i samma film.

Mr. Hicks skall snart fara till Europa igen på sin halvårs inspeltionsresa. Medan han är där, kommer han att ha ett stort möte i Paris om vilket vi komma att tala mera i vårt nästa nummer. Han kommer att åtföljas på denna tripp av sin assistent, George Weltner.

Vi höra storartade nyheter om "The Crusades," vilket glädjer oss, då man nu förstår, att Mr. DeMille kommer att hålla sitt ord och ge oss de största filmen han någonsin gjort. Filmen är alla redan ansedd som en sensation i Hollywood.

Det är ett nöje för oss att delge detta nummer den entusiasm, som våra legionärer världen över ha visa över att vi ha Jan Kiepura som stjärna. Brev kommer oss tillhanda från alla håll med gratulationer över att vi lyckats få Jan Kiepura — och med löfte om stora affärer för han filmer.

Marlene Dietrich var värdinna för ett stort antal av korrespondenter från utlandet i New York City för några dagar sedan. Hon uttryckte då sin belåtenhet över att ha kontrakt med Paramount för ett flertal filmer. Och hoppades att Paramounts alla medlemmar voro lika glada som hon däröver.

"Ruggles of Red Gap," som har Charles Laughton som stjärna, har gjort stor succes i New York som den största komedien på flera år.

Gus J. Schaefer, generaldirektör för Tyskland och Centraleuropa, är just nu på New-Yorksbesök. Han är åtföljd av Fru Schaefer.

Den stora pristävlingen visar de mest förunderliga omändringar. När man läser detta, så har fem eller sex månader gått, så — om ni ämnar hinna ikapp med de andra, så är det bäst ni skyndar på. Och om ni behöver uppmuntran att börja, just tänk på vad det kan menas för er att vinna en del av den saftiga vinsten på fem tusen (5000.) dollars.

Under mars månad ha vi fått så många storartade bevis på, hur underbar filmen "Lives of a Bengal Lancer" är, och hur stor succes den gör, att vi skulle kunna fylla ett helt nummer av Paramounts Internationala Nyheter med bara lovord. Vi kunna därför endast trycka de viktigaste punkterna här och bedja att få tacka eder för kvicka och detaljerade upplysningar.

Det har sannerligen varit ett underbart år, som allaredan har givit oss "The Lives of a Bengal Lancer," "All the King's Horses," "Ruggles of Red Gap," och "Private Worlds." Det är också ett bevis på, vad vi kunna vänta längre fram under årets lopp, nu sedan vi ha den allra bästa exekutiva chefsstaff i hela världen.

MESSERI'S MATADORS SWOOP TO THE LEAD

At last something has happened that is going to take a 'divvil' of a lot of in-happening, if past claims are as good as we believed them to be: Managing Director Messeri has managed to direct his Matador Division into the Contest lead. If we remember rightly, the Matadors' Leader claimed that if he got into first spot in this contest, all the fiery bulls in the world would not trample him out of that position.

Naturally we have to admit that being where he is gives him a pretty good hand; but let us not overlook the other facts. The Bulldog Division, under Chief C. Graham have stepped up from a Third of last month to a second this time—and that's a real hefty step. Even more hefty is the grand advance of Carl York's Vikings from Seventh last session to Fourth this time. That's real hot-blooded action from the blue-eyed Vikings, if



If you don't think that Marlene Dietrich has allure-deluxe in "The Devil Is a Woman," here's photographic evidence. And you know that the camera never lies.

HERE'S HOW THE NAME OF MESSERI LOOKED AT THE HEAD OF THE LIST AS OF FEBRUARY 1935

Leader	MESSERI
Then	GRAHAM
And	COCHRANE
And	YORK
And	KLARSFELD
And	KENNEBECK
And	BALLANCE
And	SCHAEFER
And	PRATCHETT
And	SUSSMAN
And	ABOAF
And	DAY
And	DEL VILLAR
And	NATHAN

we ever saw it in any contest.

Then there's the combined German and Central European Division under Leader Schaefer, and their forward march from a Tenth of last month to an Eighth this time rates them as a more than formidable contender for that desirable first share of the huge money award in this Contest.

Americo Aboaf and his Italian Paramounteers are making good on the A. A. claim which their leader made in New York per-

sonally a short time ago. This month the Italian advance is from Twelfth to Eleventh, with more than tangible indications that next month will see something even more impressive.

Of the other divisions, some have remained stationary as to positions, others have receded slightly. Whilever there are fourteen places in the Contest there must always be fourteen fillers of them: unless, of course, that amazing miracle happens of all fourteen divisions tying for First

Place. In which event there would almost certainly happen that amazing miracle of fourteen first prizes being paid out.

But come what may then, the main consideration now is to aim for first spot and to hold it against all-comers. Matador Messeri and his irresistible Paramounteers have the spot now, and as a somewhat superfluous tip we recommend you writing them for a formula on how to wrest that position away from them. Knowing Senor Messeri as we do, we can easily understand the kind of a snappy answer he'll give; provided he has time away from the job of conducting his own local Contest to decide just which of his branches will share the first prize portion of the Five Thousand shining, luscious, lovely and sparkling Dollars.

POWERFULLY APPLICABLE TO OUR \$5,000 CONTEST

We went motto-hunting for our 1935 Contest, and quite easily the best thing that we could find was a grand piece about success, authored by that wise old sage, Montesquien, which said:

"The success of most things depends upon knowing how long it will take to succeed."

"Le succès de la plupart des chose dépend de voir combien il faut de temps pour réussir."

"El éxito en muchos casos depende del conocimiento del tiempo que se empleará en conseguirlo."

"O bom successo de uma empresa depende sempre de se saber de quanto tempo precisamos para o conseguir."

In our particular case under review — the \$5,000 Contest — the time is exactly six mad, merry, marvelous months, four of which have already sped by.

Glimpses of The Spiritual and Religious Majesty of DeMille's "Crusades"



\$5,000 CONTEST CHIPS FOR YOUR SHOULDER!

CABLE: "OPENING 'BENGAL LANCER' IN COPENHAGEN GREATEST IN CITY'S HISTORY. PRESS DECLARES PRODUCTION A TRIUMPH FOR PARAMOUNT AND AMERICAN FILM INDUSTRY. YORK."

CABLE: DIVISION NUMBER THREE IN ACTION FOR VICTORY IN QUOTA DRIVE. QUOTAS ALL SET WILL LEAVE OTHER DIVISIONS IN DUST AT FINISH.

KENNEBECK, Sydney.

"Prizes or no prizes, we are out to surpass the Quota Mr. Hicks has set for us."

J. E. KENNEBECK
Sydney.

"There is no doubt that our production this year is far superior to last year's. With improving times, we must be among the winners."

ANDRE OLSEN,
Manager
at Batavia, Java

CABLE: "LANCER' ENTERING THIRD TRIUMPHAL WEEK. WATCH IT LIFT US UP TOO. NATHAN."

"Be assured we will leave no stone unturned to exceed Quota on both Film Rentals and Ad. Sales, and at the same time concentrating on cash collections."

R. E. HENDERSON,
Branch Manager,
Launceston, Tas.

LETTER FROM
P R A G U E,
"We no longer know fixed office hours. We work until all hours of the night. Everyone of us is doing his or her utmost for the contest. R. JELLINEK."

"I know one of my territories will win. Which one, I am not at liberty to say."

GUS. J. SCHAEFER
verbally in N. Y.

"I have everything in my favour—the most consistent product, excellent staff, wonderful Head Office co-operation—so there can be no excuse for failure."

GEORGE M. NACARD,
Branch Manager,
Sydney, Australia.

"'Bengal Lancer' is the sensation of Europe. One of the European territories must win the Contest as a result."

FRED. W. LANGE,
Paris.

Surely Your Newest Story Is Better Than Any Of These!

VARIOUS SIDELIGHTS ON THE WORLD'S BEST FILM PRODUCT



WILCOXON AS "RICHARD THE LION-HEARTED"

Here's a particularly impressive photographic study of Henry Wilcoxon as England's great hero, Richard the Lion-Hearted in "The Crusades." Wilcoxon is, in this DeMille production, excelling the work he did in "Cleopatra."



BARTHELMMESS IN A PARAMOUNT PICTURE

The pensive man in the scene above is Richard Barthelmess, making his first appearance in a Paramount picture in many years. He has the lead in the sentimental thriller in "Four Hours to Kill," an amazingly compact melodrama set in the lobby of a New York playhouse.

As they were about LANCER. Charles Laughton had a very busy time with the British Paramounters. He lunched with all the British fan paper editors, attended the special press show, took cocktails with all the critics, attended the London Trade show and subsequently had supper with distinguished exhibitors.

BOTSFORD ADVANCES IN STUDIO REORGANIZATION

A. M. Botsford has been appointed executive assistant to Henry Herzbrun, vice-president and general manager of the Paramount studios in Hollywood, and Bogart Rogers was named head of the writing department.

In addition to other duties, Botsford will handle negotiations for writers, directors and players. Rogers takes full charge of the writing staff at the studios. Jeff Lazarus has a new contract as chairman of the editorial board.

LONDON NOTES

Yesterday (March 6) H.R.H. the Prince of Wales visited the Carlton Theatre, London, to see Paramount's *THE LIVES OF A BENGAL LANCER*, now in the 2nd month of its record-breaking run. H.R.H. was on holiday in Austria when the film was first presented but he made a point of seeing it within a week of his return.

The fact that the King and Queen had a copy of the film sent down to Eastbourne, seaside resort, for a Command Performance in the billiard room of Compton Place, residence of the Duke of Devonshire, where they are staying, created a profound impression in British Film Trade circles.

The film has now been seen by practically all the members of the Royal Family. The Duke and Duchess of Kent and the Duke of Gloucester are about the only exceptions and they have been out of the country.

The list of those who have seen "Bengal Lancer" reads like a Who's Who of the most famous people in England:—

T. M. The King and Queen, H.R.H. the Prince of Wales, Duke & Duchess of York, Lady Jersey, King & Queen of Siam, Douglas Fairbanks, Jr., Lord Lee of Fareham (Vice President of the Gaumont-British Corp.), Queen Ena of Spain (twice), Prince of Asturias, American Ambassador, Viscountess Curzon, Lady Mountbatten, Lady Juliet Duff, Colonel De Crespigny, Sir Samuel Hoare, Lord Lloyd, J. H. Thomas, Buddy Rogers, Evelyn Laye, Frank Lawton, Victor Gollancz, Hon. Anthony Eden (Lord Privy Seal), Capt. Duff Cooper, M.P., D.S.O., Gen. Sir Ian Hamilton, Lord Beaverbrook, Belgian Ambassador, Lady Ponsonby, Princess Helena Victoria, Prince Rospeglio, Princess Tbechenar, Duke of Westminster, Clive Brook, Clifford Mollison, Winston Churchill, Turkish Ambassador, Sir Henry Curtis Bennett, Sir Alfred Butt, Hungarian Ambassador, Sir Hilton Young, Marchioness of Drogheda, Chilean Ambassador, Lady Lanchester, Lady Dorothy MacMillan, Duke of Rutland.

Charles Laughton's visit to London was seized to boost the Westend run of *RUGGLES OF RED GAP*.

Three days before the picture opened Laughton did a broadcast with his wife, Elsa Lanchester, which was relayed to every transmitting station in Britain and heard by ten million people. When introducing Laughton the announcer mentioned *RUGGLES OF RED GAP*, Paramount and the forthcoming premiere of the picture. Space in the national press has been good and the critics were as unanimous about *RUGGLES*



STAR CAST OF "PRIVATE WORLDS." Here are Claudette Colbert, Charles Boyer, Joan Bennett, Joel McCrea and Helen Vinson, whose artistic talents, combined with the directorial skill and the production perspicacity of Walter Wanger gave the screen "Private Worlds," one of the most daring dramas in modern years.

WALTER WANGER'S PRODUCTION OF "PRIVATE WORLDS" HAS ELECTRIFIED THE CRITICS

Few dramatic productions in years have produced the overwhelmingly laudatory critical reactions which have greeted "Private Worlds," that daring production which Walter Wanger has created with a cast headed by Claudette Colbert, Charles Boyer, Joan Bennett, Joel McCrea and Helen Vinson. Of all the trade press reviews at hand we have selected that of *The Motion Picture Daily* as truly representative, and quote it herewith:

"Hollywood—March 5 — Dramatizing in celluloid that heretofore untouchable area of the mentally deranged, Walter Wanger with guts and courage has produced a great picture, an important picture, directed with heart-breaking tenderness and sympathetic understanding by Gregory La Cava and flawlessly acted by Claudette Colbert, Charles Boyer, Joan Bennett, Joel McCrea, Helen Vinson and others. Into its production must have gone painstaking preparation, loving care and a penetrating exploration of this hitherto forbidden field, made evident by La Cava's treatment on the screen of Lyn Starling's screen play adapted from Phyllis Bottome's best-selling novel.

"The production is suffused with beauty and value in every concept of its expression. It satisfies the eye and ear, sending warm thrills to the heart. Its people are all human, likable, understandable. All their frailties are X-rayed with sympathy and delicate revelation. Laughs blend with sobs. Terrific drama is conjured up from the harrowing atmosphere in the background and the human yearnings for love and affection in the foreground.

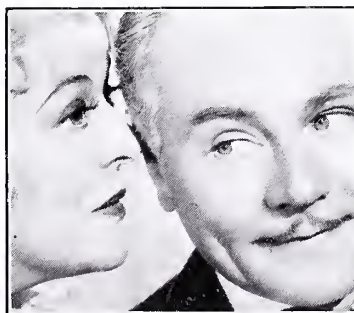
"'Private Worlds' is one of the finest films of the year. Judging from the audience reaction and inquiries after the preview, women will get a terrific boot out of it."

PARAMOUNT'S PHOTOGRAPHY IS "TOPS" IN INDUSTRY

For five successive years Paramount cameramen have won the annual award of the Academy of Motion Picture Arts and Sciences for excellence of photography. The system of awards has been in effect but seven years.

"With Byrd at the South Pole" won the bronze statuette in 1929 for Cameramen Vandever and Rucker; "Tabu" won it for Floyd Crosby in 1930; "Shanghai Express" as photographed by Lee Garmes won in 1931-32; "Farewell to Arms" brought the prize to Charles Lang in 1932-33 and "Cleopatra" with Victor Milner was the 1933-34 winner, just recently announced.

Winner the first year, 1927-28, was Karl Struss for "Sunrise." Struss is now under contract to Paramount as Mae West's cameraman.



MARY TELLS CHARLIE

"People Will Talk" is the title of a forthcoming Paramount comedy which stars Mary Boland and Charlie Ruggles. Of course what they talk about is another matter, as you will note when you see the film, which we hear already is very funny.

THE WORLD HAILS

NEW YORK HAS RECEIVED UNPRECEDENTED BARRAGE OF "BENGAL LANCER" CABLES

From all quarters of the world the cables have rained down on the Paramount Building at the Crossroads of the World. Long cables, short cables, medium sized cables; cables which told all in a few words, and those which told all in a few more words—but all of them telling a story as powerful as that of the picture which inspired them. Here are some samples:

FROM CALCUTTA, CHARLES B. BALLANCE SAYS: Tremendous reception "Bengal Lancer" at New Empire, Calcutta. Unanimously acclaimed Paramount's masterpiece. Military details authentic. Indian atmosphere completely satisfying. Magnificently acted, and a superb gesture to British Empire. Easily comparable "Cavalcade," "Beau Geste," "The Love Parade." Whirlwind booking campaign includes March releases Calcutta, Bombay, Lahore, Rangoon.

AND FROM RIO DE JANEIRO, SIGNED BY JOHN L. DAY AND JOHN B. NATHAN COMES THIS: Bengal Lancer tremendous. Congratulations to director, entire cast and particularly to Adolph Zukor for making really great picture.

VIENNA MANAGER A. LICHTSCHIENDL SAID: Viennese "Bengal" premiere started February 15th with four other premieres. "Lancer" topped them all with best business in town. Spontaneous applause each performance at Elite Theatre. Film is the talk of Vienna with press designating it a picture creation of imposing power, photographically and technically outstanding.

FROM COPENHAGEN, CARL P. YORK CABLES: "Opening Bengal Lancer Sunday greatest in city's history press declares production a triumph for Paramount and American film industry."

JOHN B. NATHAN CABLES FROM BUENOS AIRES: "Bengal Lancer entering third triumphant week."

LATER NEWS FROM GERMANY—Elsewhere on these pages is a great deal of information about the manner in which Paramount's German organization expected "Bengal Lancer" to be a terrific success. This information is supplemented by another letter from Mr. Vallar dated March 18th in which he states that Paramount's epic of heroism commenced screenings in forty provincial cities on March 15th and that according to the reports then rolling in, the picture will do a record business throughout Germany. One tremendous factor in aiding this was the spirited manner in which the exhibitors themselves embarked upon publicity campaigns.

Mr. Vallar forwarded one page of publicity from one of the most important newspapers in Frankfurt Main. He states that this type of publicity was used in practically every German center.

LONDON TRADE PAPER'S FINE TRIBUTE TO MR. ADOLPH ZUKOR

The editorial printed below appeared on the front page of "The Era," noted London trade publication. It shows what a tremendous amount of reciprocal goodwill can accrue from a production of the calibre of "The Lives of a Bengal Lancer."

"BENGAL LANCER"

We are grateful to Adolph Zukor and his corporation for a production which flatters both this country and the famous Paramount tradition in film-making. We congratulate them further on the prestige that will accrue to them from this single inspiration. The name of Zukor has always been associated with respect for Brit-

ish character and ideals. "Lives of a Bengal Lancer" is a great effort in the cause of Anglo-American federation. The thoughtless say that we should produce this kind of film ourselves. So we should, but there are some things that only our friends can say, and Paramount has said them for us, not for the first time. Let us not forget that! Let us not forget that this great American company went out of its way to say the things that the British could not say! Why should we not render America a similar screen service and show them as they really are, not as the "realism" of Hollywood and the headlines of their newspapers would have us believe? All that is best in them is of our own stock or congenial to our traditions. America is still the undiscovered country. Let's see it on the screen!

"BENGAL LANCER" ROYALLY HONOURED

Home Office was the proud recipient March the Fourth of the following important cable from London:

HAPPY TO INFORM YOU THAT LAST NIGHT KING GEORGE AND QUEEN MARY HONOURED BENGAL LANCER WITH A SPECIAL VIEWING AT COMPTON PLACE, EASTBOURNE, RESIDENCE OF THE DUKE OF DEVONSHIRE.

TWO IMPORTANT LETTERS FROM GERMANY

Or the Strange Case of the German Salesmen Who Are 'Disgusted' with Selling "The Lives of a Bengal Lancer"

This is the 'inside story,' in English and German, of how the German organization is capitalising on the magnificent tribute the German government paid Paramount's production of "The Lives of a Bengal Lancer." This compliment is printed elsewhere. The 'inside story' is related by Germany's Paramount manager, G. P. Vallar, and is in the form of two letters to Mr. Hicks, each one in both German and English.

Here is the first one, written at 10 a. m. on Thursday, February 28th:

Sehr geehrter Herr Hicks!

Die Überschrift dieses Briefes müsste lauten: "Deutsche Vertreter ärgerlich über Vermietung von LIVES OF A BENGAL LANCER (Bengali)."

Die Vertreter beschwerten sich, dass sie beim Vermieten der zweiten Serie, die von BENGALI angeführt wird, überhaupt nicht auf Widerstand stossen, da die Kunden uns die höchsten Garantien und Prozentsätze gewähren, die jemals für einen Film bezahlt worden sind. Alles was die Vertreter zu tun haben, besteht daher nur in dem Ausfüllen des Vertragsformulares und dasselbe unterschrieben zu erhalten.

Die meisten grossen Kunden fanden sich zur Premiere von BENGALI in Berlin ein und bereits am nächsten Tag hatten sie unterschrieben. In vier Tagen waren die wichtigsten Verträge abgeschlossen und unsere Arbeit besteht jetzt darin, die Nachaufführungen und kleineren Orte abzuschliessen, und wir hoffen mit Hilfe von BENGALI einen grösseren Vertrieb der Paramount-Filme zu erzielen.

In der ganzen Paramount-Familie gibt es wohl keine enthusiastischere Organisation als die unsrige. Hochachtungsvoll, (sgd.) G. P. VALLAR.

(Translation)

Dear Mr. Hicks:

The caption of this letter should read: "German salesmen disgusted with selling LIVES OF A BENGAL LANCER."

The salesmen complain that there is absolutely no sales resistance whatsoever in selling our second series headed by BENGALI as the exhibitors grant us the highest guarantee and percentage ever paid for any picture and it is only a matter of filling out the form and having him sign same.

On the opening night of BENGALI most of the prominent German exhibitors were in Berlin and on the next day they had already signed on the dotted line. In four days all the

important contracts were already closed and everybody now is working to close the subsequent runs in smaller towns and we hope to get wider distribution for all Paramount pictures with the help of BENGALI.

A more enthusiastic organization does not exist within the Paramount family.

Yours sincerely,
G. P. VALLAR.

Here is the second one, written exactly seven minutes later on the same Thursday, February 28th;

Sehr geehrter Herr Redakteur!

Vor einiger Zeit schrieb ich an Herrn Hicks und teilte ihm mit wie die Zensur den Film LIVES OF A BENGAL LANCER beurteilt. Ferner sandte ich ihm folgendes Telegramm:

zensur publikum presse einer ansicht lancier wunderbar das er voraussichtlich erhalten hat.

Es ist schwer in Worten auszu-



SWEDEN advertised "Bengal Lancer" in this fashion, with prominence also for the Paramount Trade Mark and the fact that the picture is being presented at Paramount's China Theatre in Stockholm.

"BENGAL LANCER"

ücken, wie das Publikum bei der
miere und den darauffolgenden
enden den Film aufgenommen
t. Der Film hat Berlin im
urm gewonnen und ist heute das
gesgespräch der Stadt. Wäh-
nd der Vorführung war an-
nernd Applaus und der Applaus
e Ende des Filmes war so stark
e er sonst nur ist, wenn der
ar des Filmes persönlich er-
heint.

Die Fach- und Tagespresse hat
e herrlichsten Kritiken über den
lm geschrieben und unter deu-
tschen Produzenten ein grosses
teresse hervorgerufen. Der Film
rd bei allen Diskussionen als
asis dafür genommen, wie ein
lm gemacht werden müsste.

Ich sende Ihnen in der Anlage
nige Photos der Hausfront des
apitol Kinos in Berlin, die durch
ine Lage in der belebtesten Ge-
nd Berlins von allen gesehen
ird.

Ich begrüße Sie
hochachtungsvoll,
G. P. VALLAR.

(Translation)

Dear Mr. Editor:

I wrote a letter to Mr. Hicks ad-
ding him of the reaction of the
nsor to LIVES OF A BENGAL
ANCER and also sent a cable
ading:

ensor public press vote lancer great"
-which I presume he got.

It is hard to express in words the
blic's reaction to the picture on the
ening night and every night since
en as it has taken Berlin by storm
nd it really is the topic of conversa-
on in Berlin today. During the per-
ormance there was spontaneous ap-
ause and at the end of the picture
e applause was such as only given
hen the star of the picture personal-
appears.

The trade and daily press give the
icture the most glowing criticism
ossible and have awakened among
e German producers the greatest in-
erest. The picture is used as a basis
or all discussions as to how pictures
ould be made.

I am enclosing photos of the house
ront of the CAPITOL THEATRE,
erlin, which due to the location of
ame can be seen by the busiest sec-
on of all Berlin.

I am sure that this picture will be
ur record in Germany.

Sincerely yours,
G. P. VALLAR.

"LANCERS" BUSINESS ON MOUNTING SCALE IN AUSTRALIA

Here in a few words is a state
of affairs which we confidently ex-
pect to see duplicated in every part
of the world where "The Lives of a
Bengal Lancer" is screened. It is
an excerpt from a cable sent Mr.
Hicks by Managing Director John
C. Kennebeck in Sydney, and says:
"LANCERS" DOING INCREAS-
D BUSINESS EVERY DAY AT
PRINCE EDWARD AND CAPI-
TOL THEATRES.

"BENGAL LANCER" HAILED MIGHTILY BY PRESS OF SWEDEN. ALL REVIEWS USE SUPERLATIVES

"The Lives of a Bengal Lancer" has enjoyed sensational
success at Paramount's China Theatre in Stockholm. Viking
Leader Carl P. York has used no end of encomiums in telling
us of the tremendous pleasure the film has given the Swedish
picturegoers, and now we turn to the Stockholm press for
opinions other than those of Paramounteers. The reviews
which we have received are in detail, and we could gladly
publish every word of them. Space limitations however com-
pel us to give you just the sketchiest of excerpts.

SVENSKA DAGBLADET. "Bengal Lancer" has arrived; and now
it would be fitting to use the phrase that cannot be used every day. It
is a super-special....The superbness of the picture lies in its strong,
masculine hold upon a great theme; the heroic spirit without big ges-
tures, the performing of duties, the thrilling adventures. Everything is
very human and penetrated with sound, pleasant Anglo-Saxon humor
....Few, if any, pictures can show such daring, if not to say magnificent
action as this one. It is imposing; one sits breathless, admiring....The
audience seemed greatly thrilled, and the applause that followed the
picture seemed particularly appreciative.

DAGENS NYHETER. ".....The publicity did not exaggerate this
time. Consequently "Bengal Lancer" is, as "Cavalcade," an English
picture made in America....A thrilling and superb picture.

STOCKHOLM'S TIDNINGEN-DAGBLAD. When the best pic-
ture of the year is chosen, "Bengal Lancer" will surely take one of the
foremost positions. And no doubt there will be sufficient votes to put
it at the top. Anything else would not be possible. There are perhaps
pictures that are just as thrilling, just as well played, as alive and as
wonderfully photographed, just as carefully made and inspired by the
same fine manly pathos. But pictures in which all these qualities are
combined are rare. The film critics have used the greatest superlatives
for pictures that have been weaker. One does not get anywhere if one
tries to express with words the impression that this sweep of mighty,
beautiful, interesting, amusing emotional and magnificent scenes make
upon one. Rarely has a picture received such vigorous and honest
applause.

AFTONBLADET.I willingly admit that Henry Hathaway
has made an exceedingly fine picture with the help of the skilled
photographers, Ernest B. Schoedsack and Charles Lang. The audience
showed its appreciation with applause.

NYA DAGLIGT ALLEHANDA. Francis Yeats-Brown's well-
known book has been transferred to the screen by Paramount. The
result is an adventure picture so filled with excitement and dramatic
situations that it, without doubt, can be listed among the most enter-
taining pictures of this nature ever produced....The best has been saved
to the last: the fascinating battle scenes. They are superb.

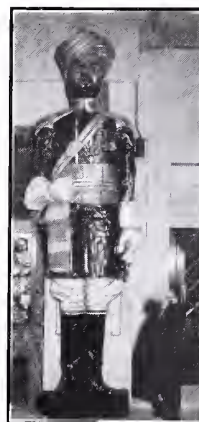


FINLAND has announced "The
Lives of a Bengal Lancer" in the
fashion shown above. Note how
the Paramount Trade Mark has
not been neglected. Advance re-
ports forecast marvellous business.

TWO MORE SIDELIGHTS ON

THE 'LAN- CER' CAM- PAIGN IN LONDON—

The grotesque
giant at the
right is one of
the most col-
orful effigies
that London
has ever seen.
It stands out-
side of the
Carlton Thea-
tre and is
flanked on the
other side of
the entrance
by another
such giant. It
stands eigh-
teen feet high, a fact for which
you need not accept our word
alone, but can appreciate by com-
paring it with the telegraph mes-
senger at the right.



Within the Carlton the spirit of
the picture was carried out in
every possible way. The ushers



BERLIN'S ACCLAIM FOR "BENGAL LANCER"

Here are day and night pictures
of the exterior of the Capitol Thea-
tre, Berlin, where the picture met
with such terrific success as to
prompt the letters in English and
German which Mr. G. P. Vallar
wrote and which we have reprinted
elsewhere.

As you will also find in this issue,
"The Lives of a Bengal Lancer" cre-
ated the most profound impression
on the German censors of any pic-
ture imported into Germany in many
years.

Paramount, we joyfully report, is
back again in the business of creating
outstanding pictures with real inter-
national appeal.



were costumed as Bengal Lancers
and all of the usherettes were in
turn given a Hindu motif in their
dress. The entire lobby itself was
decorated with Indian touches and
not even the Paramount trade-
mark was omitted, the trade-mark
itself carrying the caption, "Para-
mount's Most Glorious Achievement."

SINGAPORE BROADCASTS

A rousing cable from General
Manager Jack Groves to Mr. Hicks
says:
**BENGAL LANCER LAUNCHED
CAPITOL THEATRE
YESTERDAY STOP HOUSE FULL
SIGN UP TWENTY MINUTES
BEFORE COMMENCEMENT
PERFORMANCE**

IDA LUPINO is back in Hollywood after a vacation in England, all set to gain new honors on the screen. Her skillful performance with Mary Ellis and Tullio Carminati in the glamorous Paramount musical, "Paris In Spring," is a grand beginning.



PRODUCTION BRIEFS

Lewis Milestone, noted director, has been signed by Paramount to a two-year contract as a result of his masterful handling of "Paris In Spring." His next assignment is expected to be "Thirteen Hours by Air," which will co-star Gary Cooper and Carole Lombard.

Paramount has purchased Ferenc Molnar's play, "The Pastry Baker's Wife" and plans to produce the film version with an all-star cast.

The largest "action prop" ever constructed at the Paramount Studio is a siege tower used in Cecil B. DeMille's production, "The Crusades." It is fifty feet high and weighs 35 tons.

Walter Wanger's next production will be "Shanghai," with Charles Boyer starred. It will be followed by "Every Night At Eight," a film in which music will predominate.

"A Bride Comes Home" will be the next picture for Paramount starring Claudette Colbert. She will again have the support of Fred MacMurray, thus presenting again the team which did so magnificently in "The Gilded Lily." The picture will also be directed by Wesley Ruggles.

Sylvia Sidney has already commenced work in "Accent on Youth," film version of a noted Broadway play of the past season.

W. C. Fields will next make "The Man on the Flying Trapeze."

GUS J. SCHAEFER MAKES HOME OFFICE VISIT

March in New York was characterized in one happy fashion by a visit from Gus J. Schaefer, Paramount's leader in Germany and Central Europe. Mrs. Schaefer accompanied him.



It was the first time in more than two years that Gus has visited

Home Office and he brought with him messages of greetings from all of those Paramounters who have done such magnificent work in lifting their division from its Tenth place of last month to Eighth place this month. We know that when he returns, it will be with word of such inspiring plans regarding Paramount's progress and product that his Paramounters will loom up as super-formidable contenders for the Contest's first prize.

NEW YORK DEPARTMENT WHERE PARAMOUNT'S NEW STARS ARE FOUND

Last month we mentioned the discovery of Iris Adrian. We credited her discovery to the talent-search department headed by Oscar Serlin, and working in direct co-operation with the Eastern Production Department representative, Russell Holman. It appears to us now that you would be very much interested in learning more about Mr. Serlin's activities: what he has accomplished in the two years of the department's inception, and what the future promises.



Oscar Serlin

First let us tell you that Oscar Serlin has been in and of the theatre for almost all of his thirty-odd years. He has been actor, agent, stage manager, advance representative and many other things. He has an intuitive faculty for knowing what is good and what is bad acting. He has proven conclusively many times that he has that intangible photographic eye for discovering latent talent, and has a persuasive ability for bringing out good performances from initially bashful performers.

He sees, in his suite of offices and rehearsal rooms in the Paramount Building annex, every possibility recommended to him. He believes that you never know from what odd source a great star will come. A study of the sources from whence such great stars as Dietrich, Garbo, Cooper and many others came, fortifies this belief. He sees on an average of 300 persons a week, which amounts to almost 15,000 in a year. The majority of these he knows at once are not screen possibilities. It may be height, voice, features or build which disqualifies them; but whatever it is, Serlin knows.

The ones who have an immediate appeal, are given lines to read. A week or so later they return for a brief reading. If they still appeal they are given a new and longer set of lines. And so by definite and important steps they mount to the point where they are given a silent film test, for photogenic purposes. If this clicks, a regular sound test results, and after that it is up to the Studio to accept or reject the applicant. It is important to state here that the sound test today amounts almost to a short feature, incorporating as it does diversified scenes from at least five successful plays, thus giving the applicant every opportunity to reveal talent.

In order to show the sifting down process, in this search for talent, let us reveal the highspots of a recent conversation, wherein Serlin stated that at the time there were six splendid prospects 'in the fire.' These, he added, were the high students of a bunch of 38 really fine performers, and those 38 were the siftings of a month's applicants totaling 1,500. Of this whole aggregation it was figured that 2 would get sound tests, and the Studio would eventually accept one.

Serlin and his two assistants, Boris Kaplan and Eddie Blatt, cover every New York show, every night club, cabaret, amateur performance, hotel floor show and country theatre try-out. They read every gossip column, theatre publication and amusement newspaper. They have a system of filing beyond all comprehension.

And they get results: Much of the credit for signing Gladys Swarthout and Helen Jepson, Metropolitan Opera stars, belongs to them. One of the best of their early discoveries was the late Dorothy Dell. They also found, trained and tested Fred MacMurray, Iris Adrian, Dean Jagger, James Blakely and many other of the personalities new in Paramount Pictures today, but destined for real stardom tomorrow.



FRENCH PARAMOUNT NEWS STAFF FETES M. SOZIO

Assembled above is the personnel of "Actualities Francaises Paramount," the French division of Paramount News. They are gathered together as tribute to the appointment of Mr. S. R. Sozio as successor to the post held by the late Edmond Dascomb. Mr. Sozio is in the centre of the second from row. At his right hand sits David Sussman, manager of the Paramount News Laboratory in New York.

PARAMOUNT FUEHRT AUF DER GANZEN LINIE.

So gross war Mr. Zukor's Begeisterung über die köstliche Stimme von Mary Ellis, dass er sich sofort nach der Privatvorführung von "Frühling in Paris" telefonisch mit Mr. Hicks in New York in Verbindung setzte, um ihm mitzuteilen, dass Miss Ellis, wenn nicht alle Zeichen trugen, in absehbarer Zeit zum bedeutendsten singenden Star der Welt wird. Weitere Hauptrollen in diesem Film haben bekanntlich Ida Lupino und Tullio Carminati inne.

Mr. Hicks steht momentan vor seiner halbjährlichen europäischen Inspektionsreise. Er gedenkt in Paris eine grosse Konvention einzuberufen, über die wir wohl in unserer nächsten Nummer ausführlich berichten können. Dieses Mal reist Mr. Hicks in Begleitung seines Assistenten, Mr. George Weltner.

Ueber "Crusades" hört man schon jetzt die fabelhaftesten Dinge, welche uns nur noch in unserem Glauben bestärken, dass sich Mr. de Mille mit diesem neuen Grossfilm selbst zu übertreffen sucht. In ganz Hollywood betrachtet man diesen Film schon heute als eine Sensation.

Ganz besonders sind wir von der enthusiastischen Aufnahme erfreut, mit der die Paramountler aus aller Welt Paramount's Kontrakt mit Jan Kiepura begrüßen. Unzählige Briefe sind hier in der Zentrale eingelaufen, in denen die Legionäre ihre Begeisterung darüber ausdrücken, dass wir uns Kiepura's grosses Können gesichert haben und uns durchschlagende Erfolge für alle Kiepura-Filme garantieren.

Anlässlich eines Pressteees für New Yorker Auslandskorrespondenten verlied Marlene Dietrich, die Gastgeberin, ihrer Freude Ausdruck, dass sie noch in einigen weiteren Filmen für Paramount die Starrolle übernehmen wird. Gleichzeitig äusserte sie den Wunsch, dass doch hoffentlich ihre Freude auch von allen Mitgliedern der Paramount Organisation geteilt wird.

Gross-New York ist einstimmig der Ansicht, dass "Ruggles of Red Gap," mit Charles Laughton in der Star-

rolle, das beste Lustspiel seit Jahren ist.

Gus J. Schaefer, der Generaldirektor Deutschlands und des Balkans befindet sich seit Jahren zum ersten Mal wieder in New York. Seine Gattin begleitet ihn auf dieser Reise.

Die Filialstände weisen auch in diesem Monate diverse drastische Änderungen auf. Wenn Sie diese Ausgabe erhalten, sind es nur noch zwei Monate bis zum Ende des ersten halben Jahres. Sollten Sie sich bis jetzt weiter keine grosse Mühe gegeben haben um einen der Bargeldpreise zu ernten, so müssen Sie sofort tatkräftig zu Werk gehen. Dass Sie einen Preis davontragen möchten ist selbstverständlich. Und warum auch nicht? Denken Sie nur, was Sie mit einem Teil der Preise vor insgesamt \$5000 beginnen können!

Im Monat März ist soviel neu Material über "Bengali" eingelaufen, dass wir damit eine ganze Nummer unseres Hausorgans füllen könnten. Wir sehen uns daher gezwungen, nur einige wenige besonders gut gelungene Auszüge zum Abdruck bringen zu können. Auf jeden Fall möchten wir hiermit allen Sendern für die prompte und umfangreiche Uebersendung allen Materials unseren Dank aussprechen.

Das Jahr 1935 hat einen fabelhaften Start mit "Bengali," "All the King's Horses," "Ruggles of Red Gap" und "Private Worlds" genommen. Und denken Sie nur, was wir noch alles zu erwarten haben, nun da wir eine vorbildliche, ja wir können ruhig sagen, die hervorragendste Filmproduktionsleitung der Welt unser eigen nennen!

LAST MINUTE 'BENGAL LANCER' NEWS—Received just too late for the general re-arrangement of this issue of Paramount International News were the detailed campaigns on 'Lives of a Bengal Lancer' from Paris and Brussels. In a way we are glad that we could not re-arrange the issue, because both of these campaigns are so marvelously outstanding that we wish to devote a lot of space to them in next month's issue. Understand, eh?

EXPLOITATION HAS AS MANY FORMS AS MINDS CAN CONCEIVE



AN IMPORTANT TRADE MARK STATEMENT BY M. J. MESSERI ON BEHALF OF HIS MATADORS

A letter has been received by Mr. Hicks from Mr. Messeri of Spain in which the Matador Leader makes it very plain that observance of the Paramount Trade Mark is a very important matter in Spain and Portugal. The letter says: "I attach herewith the newspaper advertisements on 'College Humor,' released last week in Madrid, and in which you will be able to notice that every one of them carries the Paramount Trade Mark. I assure you that we never forget this important item in all our publicity."

(The editor appends an item to the effect that the trade mark is perfectly visible in every advertisement, even those of single-column size, two inches deep. Moreover, the visibility is in no ways affected by the fact that the advertisements are all on newsprint, some of it of extremely coarse texture.)

CALCUTTA COMMENT. The following advice regarding the Paramount Trade Mark is in a cable to Mr. Hicks from India's General Manager, Charles B. Ballance: "We are in entire agreement with reference to our Paramount Trade Mark always having the proper credit. Any advertising matter originating from this office carries 100% use of not only the proper credits, but our Trade Mark as well."

Submitted in substantiation is the fine full page advertisement shown at the right.

GLEANINGS FROM OTHER HOUSE ORGANS

Several issues of Australia's "Paramount Sales Punch" are before us and they continue to reflect the fine spirit of the organization which they so punchfully represent.

We note, with much interest, that in a Cash Collection Drive staged recently among the seven branches, one lady triumphed over six men, Miss S. M. Sheehan, accountant of the Launceston Branch being the winner. Congratulations, Miss Sheehan.

Another issue of Paramount Sales Punch tells of a fine exploitation stunt Exploitation Manager Bob White staged in Sydney, when he arranged for a 'bundling bed' to be displayed in a principal store window.

Among the Ad Sales news in another issue we glean the following items: Wilfred Smeaton is to be congratulated on his recent merited appointment as Ad Sales Manager in Auckland, New Zealand. Vic. Butler, Melbourne Ad. Sales Manager has recently been responsible for greatly increased sales in that territory. Ray Young's activities in Wellington, New Zealand, have recently been responsible for the best Ad. Sales business in that part of the world. And there is news about the great work that Sydney Ad. Sales Manager Max Lovett is doing, he having closed a couple of exceptional sales on advertising material.

Of "La Paramount Francaise" we can but say that it continues to merit the sincerest plaudits it is possible to



bestow on the house organ of the French Division. We have before us the scintillating issue of February, and more than likely the March issue will come to hand before we go to press. One of the best ways we have at our command for paying tribute to this fine publication is to reprint, for world information, some of its material. This we do every month, and again take this opportunity of thanking Editor Jack Plunkett for so readily making this material available for our use.

AUSTRALIA PRODUCES "PARAMOUNT PREVIEW"

To the legion of Paramount's international publications we welcome "Paramount Preview," a Paramount magazine created in Sydney for the purpose of spreading the good word about Paramount's activities throughout the length and breadth of Australia. It appears approximately once a month and besides covering Australia with its barrage of film facts, it also goes to New Zealand, Java, Straits Settlements and other points around that section of the globe.

It is produced in snappy fashion under the joint editorship of Hermann E. Flynn, Reg. Kelly and Bob White.

PERTINENT DESCRIPTION OF COSTA RICA

Eugene Schosberg, assistant manager of the Cristobal, Canal Zone, office was recently in San Jose, Costa Rica. He postcarded us a resumé of the place as follows: "This is a lovely little country, high in the mountains, with beautiful scenery, quaint natives, tremendous coffee plantations and Paramount Pictures."

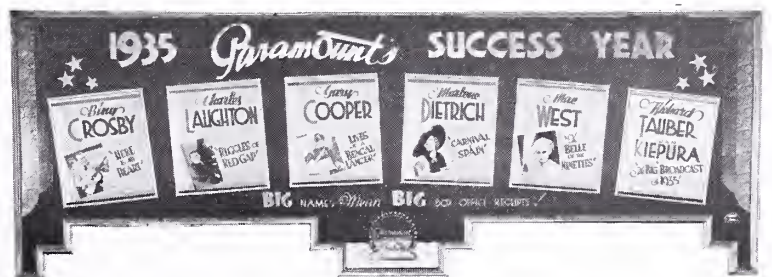
DIGNIFIED PUBLICITY FOR "FATHER BROWN, DETECTIVE"

Managing Director John E. Kennebeck has sent us from Sydney text of a very fine and dignified story which was sent out with a covering letter containing his signature, to every important newspaper in the Commonwealth of Australia. The result was that practically all of these editors issued instructions to the effect that the picture was to be given the most careful review possible.



COLORFUL 'LANCER' STUNT IN AUSTRALIA.—We have plenty of evidence in this issue of the fact that the glamorous uniform of the Bengal Lancers is now being seen around the world. The mounting of men impersonating Lancers on horseback appears to be the favorite stunt and we submit herewith evidence of how this stunt was carried out in Sydney, Australia, by Messrs. H. E. Flynn and Mel Lawton.

Above, also, is the sparkling faeade of the Paramount Theatre in Toulouse, France. Display below, at Apollo Theatre, Coblenz, Germany.



HERE'S A REAL EXCHANGE DISPLAY

In Paramount's Head Office in Sydney, Australia, stands this massive display of coming attractions. It is almost fifteen feet wide and completely unmissable. Likewise unmissable by wise exhibitors are the tips to book "Here Is My Heart," "Ruggles of Red Gap," "Lives of a Bengal Lancer," "The Devil Is a Woman," "Belle of the Nineties" and "The Big Broadcast of 1935." The display was fashioned by the Australian advertising council, which comprises Hermann E. Flynn, Reg. Kelly and Bob White.

PARAMOUNT CONTINÚA EN EL PRIMER PUESTO

—El señor Zukor telefonó recientemente al señor Hicks desde California para decirle que, después de haber visto la primera edición de la película "París en primavera" ("Paris In Spring"), se inclinaba a creer que Mary Ellis se halla en camino de convertirse en una de las divas más famosas del orbe. Igual entusiasmo que por la cantante demostró el señor Zukor por la película, en cuyo reparto aparecen, como ustedes lo saben, Ida Lupino y Tullio Carminati.

—El señor Hicks se halla en vísperas de salir para Europa en su acostumbrada jira semestral de inspección. A su paso por París convocará un gran congreso paramountista acerca del cual nos prometemos dar pormenores en nuestro próximo número. Acompañará al señor Hicks su ayudante don George Weltner.

—Las magníficas noticias que hemos estado recibiendo tocante a "Las Cruzadas" ("The Crusades") indican que el señor de Mille cumplirá con creces la promesa que hizo de que sería ésta la película más aparatosa de su carrera. Aun en la actualidad, aparece ya como uno de los grandes acontecimientos de Hollywood.

—Gran satisfacción nos proporciona hacernos eco del formidable entusiasmo con que nuestros legionarios han acogido la noticia de que se ha contratado a Jan Kiepura. Las cartas que, procedentes de todos los países, hemos recibido atestiguan la vivísima complacencia que produce ver a Kiepura en la Paramount. Expresan ellas, además, la seguridad de que las presentaciones de Kiepura han de dejar crecidos rendimientos.

—Marlene Dietrich asistió hace algunas semanas a un banquete de corresponsales de la prensa extranjera dado en Nueva York. En tal ocasión expresó el agrado que le causa tener que hacer todavía varias películas para la Paramount, y la esperanza de que para esta casa resulte tan satisfactorio contarla entre sus actrices como para ella contarse entre las de la Paramount.

—Nueva York ha aclamado a "Nobleza obliga" ("Ruggles of Red Gap"), película cuyo protagonista es Charles Laughton, como la mejor comedia que se ha visto en muchos años.

—Don Gus J. Schaefer, Gerente General en Alemania y los países de la Europa central, visita a Nueva York después de prolongada ausencia. Lo acompaña su señora esposa.

—Las posiciones del Concurso muestran algunos cambios sorprendentes. Para cuando lean ustedes estas líneas habrán transcurrido ya casi cuatro de los meses disponibles. Esto es decirles de otra manera que quien desee lucirse ha de andar vivo. Y si hiciera falta algo que sirva de acicate, piense cada cual en lo que representará para él, o para ella, la parte de los Cinco Mil Dólares (\$5,000) que puede ganarse.

—Son tantos los testimonios recibidos durante el mes de marzo acerca del estupendo resultado de "Tres Lanceros de Bengala" ("The Lives of a Bengal Lancer"), que podríamos llenar con ellos un número entero de PARAMOUNT INTERNATIONAL NEWS. Tenemos que conformarnos, empero, con dar cabida sólo a lo más saliente, no sin presentar aquí nuestros muy cumplidos agradecimientos a cuantos nos han favorecido con oportunas y pormenorizadas informaciones.

(Continued on Page 12)



COWARD, HECHT, MacARTHUR, SIERRA AND OTHERS

This picture is one of real historical significance. It was taken at the Astoria Studio in New York City where two important pictures were being made for Paramount release. These films were "Miracle in 49th Street," which Hecht and MacArthur were making with Noel Coward as the star; and "Tango Bar," which Exito Productions was making for Paramount release with Carlos Gardel as star.

Into the studio came the most famous of all living Spanish playwrights, Martinez Sierra, accompanied by his wife, Catalina Barcena, noted Spanish actress of stage and screen. With them was the famous Spanish ace, Sebastian Franco, one of the first men to fly the Atlantic Ocean.

In the front row of our picture, therefore, are the following: Martinez Sierra, Senor Franco, Senorita Barcena and Senorita Rosita Moreno. Standing left to right in the back row are Noel Coward, famous British author and actor; John Reinhardt, director of "Tango Bar"; Charles MacArthur and Ben Hecht, the producers of not only "Miracle in 49th Street," but also of "Crime Without Passion" and "Once in a Blue Moon."

BOB GRAHAM REPORTED FROM MEXICO

Last month we reported Bob Graham's assignment to Mexico as special representative. That he likes his assignment is registered in his following wired message to Mr. Hicks:

"Arrived here last evening. Had fine trip. This looks good to me."

PHILIPPINES COMPLIMENT IS GEM OF SINCERITY

Senor Tuason, who was recently in New York City purchasing product and equipment for his marvelous new Capitol Theatre at Manila, sent Mr. Hicks the following sparkling cable when the Capitol opened its doors for a stirring premiere performance recently:

THANK YOU FOR GOOD WISHES. CAPITOL THEATRE WITH PARAMOUNT PRODUCT IS BIG SUCCESS. WISH OUR RELATIONS BE EVERLASTING.

APPOINTED DIRECTOR IN NORTH AFRICA

We are extremely happy to record

here the appointment of Robert Rochefort to the post of Director of all of Paramount's exchanges in Northern Africa. This appointment was recently announced by Henri Klarsfeld, with the full accord of Administrateur Delegue Fred W. Lange.

Mr. Rochefort has had a distinguished career with the French Paramount organization, and it is splendid to note from the columns of a recent issue of La Paramount Francaise that his promotion is hailed with enthusiasm by his fellow "Poilus."



Robt. Rochefort

Assembled on the set of "El Dia Que Me Quieras," with Carlos Gardel and Rosita Moreno (stars) and John Reinhardt (director), are: Messrs Rodriguez (La Nacion, Argentina), Ariza (Cine Mundial) and Garzon (La Prensa, N. Y.), and Mary Spaulding (Carteles, Cuba).



PARAMOUNT TOUJOURS EN TETE

M. Zukor, qui est en Californie de téléphoner à M. Hicks lui dire que Mary Ellis semble appelée à devenir la cantatrice émière du monde. Il venait de voir la mière édition de "Paris in Spring" (Paris au Printemps) et voulait communiquer à M. Hicks son enthousiasme pour Mlle. Ellis et le film. Comme vous le savez, parmi les terpètes de cette production compte Ida Lupino et Tullio Carminati.

M. Hicks partira bientôt pour l'Europe pour sa visite semi-annuelle d'inspection. Pendant qu'il sera en France, il tiendra une grande Convention à Paris. Nous comptons vous donner les détails de celle-ci dans notre prochain numéro. M. Hicks est accompagné de son adjoint, George Weltner.

Nous recevons des rapports flatteurs d'admiration sur "The Crusades," ce qui nous porte à croire que M. DeMille réalisera plus que promesse de nous donner le grand spectacle filmé de sa carrière. Dès à présent cette production sensation à Hollywood.

C'est avec plaisir que nous notons ici le formidable enthousiasme des Légionnaires du monde entier pour le chant de Jan Kiepura. Des lettres parviennent de partout m'exprimant combien on est content d'avoir Kiepura et promettant toutes sortes de profits de ses films.

Marlene Dietrich a été, à New York, l'hôtesse d'un groupe de correspondants de la presse étrangère à quelques semaines. Elle déclara alors combien il lui était agréable d'avoir encore à faire plusieurs productions pour Paramount, et qu'elle espérait que la Société Paramount était aussi contente qu'elle de ce fait. "Ruggles of Red Gap," dont l'acteur est Charles Laughton, a été proclamé à New York la plus belle des comédies produites depuis plusieurs années.

M. Gus J. Schaefer, directeur général pour l'Allemagne et l'Europe Centrale, est à New York maintenant pour la première fois depuis plusieurs années. Il est accompagné par M. Schaefer.

Les résultats du Concours nous montrent de nouveau des changements surprenants. Lorsque vous lirez ces lignes, déjà quatre mois de semestre se seront déjà écoulés, sorte que si vous avez à faire un effort final, il faut vous y mettre, sans tarder. Et si vous avez des espoirs, que l'on vous excite, pensez seulement pendant un instant à ce que vous pouvez gagner: CINQ MIL DOLLARS vous permettra de faire un voyage.

Pendant le mois de mars, nous avons reçu tant de compliments et de lettres sur les "Lanciers du Bengala" que nous pourrions facilement remplir un numéro entier de l'International News rien qu'avec eux. C'est nous a obligé à ne donner que les points saillants et nous tenons à remercier tous nos correspondants pour les informations détaillées qu'ils nous ont envoyées.

Nous n'hésitons pas à qualifier merveilleuse, l'année qui nous a déjà donné les "Lanciers du Bengala," "All the King's Horses," "Ruggles of Red Gap," et "Privilege of the World." Cela constitue une indication de ce que nous pouvons attendre plus tard dans l'année, maintenant que nous avons la meilleure direction de production au monde.

BLUE RIBBON NOTES FROM AUSTRALIA

Responding to the Production Month of March with an enthusiasm equalled in the annals of the company, the Blue Ribbon Bunch of Australia, New Zealand and the Far East, is in a furore of activity to make the month's business offensive one of the high-water marks of Paramount achievement. Right now Paramount Pictures are shooting up the office barometer to red-hot heat everywhere. "The Lives of a Bengal Lancer" is in its 6th week of release at the Prince Edward Theatre, Sydney, and the Capitol, Melbourne, to volume of success business never passed.

"Bengal Lancer" is the current topic of the Trade. Not in the last decade has so much enthusiasm been directed on one picture and the buying public is certainly on.

Following a conference with Dan Hurworth of the Sydney Prince Edward Theatre, Mr. Kennebeck has set many important releases for that theatre, the ace of Australia's long-houses. Following "The Lives of a Bengal Lancer" will come "Pursuit of Happiness" for which a special campaign on "bundling" is already underway.

General Sales Manager William Hurworth, assisting Mr. Kennebeck in the campaign for Production Month, recently paid a flying visit to Melbourne and Adelaide in the interest of the Drive. Mr. Hurworth says that after contacting the boys in the field, he is confident that the effort will be one of the best ever put forward by the Blue Ribbon Bunch.

Members of the Paramount Club Head Office and New South Wales change turned up in full force to special benefit evening on Thursday, February 7, in Sydney, the proceeds of which will aid the fund for widow and two children of the late Harry Hill, Salesman attached to the Perth Branch, who died recently. A big committee under Mr.

Hurworth worked assiduously and £150 was raised.

"Wagon Wheels" is proving a clean-up everywhere. After three weeks at our own Capitol Theatre, Melbourne, the picture is attracting big money throughout the Victorian country centres. In Sydney, after a big week at the Capitol Theatre, where the split figure was reached on the third day, the picture was transferred for a week at the Lyric and then a third week at the Empress. Bookers are being kept busy juggling prints in order to satisfy the demands for early playing dates.

Mr. Kennebeck announces the appointment of J. J. Ralphs to the position of Salesman-Accountant at Perth. Mr. Ralphs was formerly accountant at that office.

Miss S. M. Sheehan, Accountant attached to the Launceston Office won first place in the field of Branch Accountants who competed in the special cash collections drive for the month of December, which was instituted by our Secretary-Treasurer, Mr. J. A. Sixsmith. J. J. Ralph of Perth was runner-up.

Mr. Jack Groves, General Manager for the Far East has cabled Mr. Kennebeck that enthusiasm is running riot among the members of his organization for "The Lives of a Bengal Lancer" which, under general instructions from the Head Office in Sydney, will be sold everywhere on a separate contract.

Mr. Paul Verdayne, Branch Manager at Singapore, is at present on his annual business visit to Siam where he is meeting with great success in the signing of new contracts.

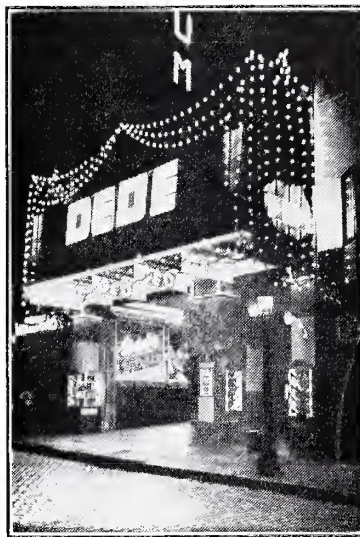
Stan Craig and his New Zealand organization are making the pace a hot one for the rest of the field for honours in the drive for Production Month. Stan has lined up a formidable array of big releases in all centres for every week of the month.

In a punch-packed editorial in "Sales Punch," the official organ of the Australian, New Zealand and Far Eastern organisation, Mr. Kennebeck has fired the members of his sales force with enthusiasm for the International Quota Drive, announced by Mr. Hicks.

"Our special effort for the Production Month of March is already an unqualified success," he writes. "Every member of the Sales Force and the Head Office and Branch staffs are to be congratulated for the Herculean work put forth in January and February which has enabled us to announce, at this early date in March, that our Production Month is the success we anticipated. However, if we are to emerge top-dog in the QUOTA DRIVE over England, France and the other Divisions, I must urge you to sustain right through to June our efforts of the early months. I know it can be done!"

Morrie Foster, recently promoted from the ranks of salesmen to Branch Manager at Perth, is putting in good work in his new position. His territory, probably one of the biggest areas controlled by one Branch in the entire Foreign Legion, is divided into two zones. In Zone 1, he has contracted for all but two possibilities, whilst there are only eight unsigned possibilities in Zone 2. The majority of his contracts run well into 1936. Only 18 expire this year.

Mr. H. Matts in charge of Head Office Ad Sales Store, is being congratulated on the birth of a son.



"DEDE" A SPARKLING BRUSSELS SUCCESS

Here's how the exterior of Paramount's Coliseum Theatre in Brussels, Belgium, looked when the manager went the limit with electric lights for the Joinville-produced film, "DeDe." It's a great title for a musical, and Albert Prejean and Danielle Darrieux made the most of it.

HARVEY OTT RECOVERS

Paramounteers throughout the Continent of Europe will be delighted to learn that Harvey Ott, comptroller of the German and Central European Paramount organizations, has made an amazing recovery in health. A terribly sick man when he came to New York several months ago he has now, thanks to the tireless care of Dr. Emanuel Stern, so far recovered that he recently visited Mr. Hicks in Home Office, receiving the felicitations of many other executives also on his great recovery.



SANDWICH MEN TOLD LONDON — We're not exaggerating when we say that we could have filled this entire issue with 'Bengal Lancer' news alone. Nor did we exaggerate in saying that a large proportion of this copy would come from the marvelous campaign which Earl St. John, aided by John Armstrong, put over in behalf of the picture at London's Carlton Theatre. Scattered throughout the issue are other samples of this exploitation, while above is a scene of the twelve sandwich men who paraded London. We call your attention to the splendid use of the Paramount trademark on all of these displays.

NOTICIAS MENSAES DA PARAMOUNT

Mr. Zukor telefonou ha dias a Mr. Hicks, directamente da California, para comunicar ao nosso director que o novo filme de Mary Ellis, "Paris in Spring," é uma beleza e que a sua estrella será em breve um dos nomes mais queridos do cinema. Além da bella cantora, o filme mencionado tem mais Ida Lupino e Tullio Carminati, dois nomes já famosos.

—Em breves dias Mr. Hicks partirá para a Europa, em viagem de inspecção. Durante a sua estadia na França, attenderá a Convenção Paramount de Paris, da qual opportunamente trataremos. Mr. Hicks far-se-á acompanhar de Mr. George Weltner, seu assistente.

—São as mais entusiasticas as noticias recebidas da California sobre "As Cruzadas," a nova e espectacular producção de Cecil B. de Mille. Espera-se que o filme cause a mais viva impressão, mesmo em Hollywood, terra das fitas.

—É com prazer que comunicamos aos nossos amigos do exterior que tem causado boa impressão nos centros artisticos o facto de haver a Paramount contractado o cantor Jan Kiepura, muito famoso na Europa, afim de apparecer nos nossos filmes. Não ha duvida que o seu trabalho será recebido com entusiasmo em todo o mundo.

—Marlene Dietrich esteve recentemente em Nova York, onde foi entrevistada por varios correspondentes de jornaes estrangeiros. Por essa occasião mostrou-se a estrella por demais satisfeita por ter ainda varios filmes Paramount a interpretar, facto que naturalmente ha de alegrar a toda a nossa legião estrangeira.

(Continued on Page 12)

PARAMOUNT BEHOUDT DE LEIDING

Dadelijk nadat hij "Paris in Spring" had gezien, stelde de Heer Zukor zich in telefonische verbinding met den Heer Hicks in New York om dezen zijn ingenomenheid met de film te vertellen. Hij beweert, dat Mary Ellis, een der beroemdste film chanteuses van de wereld zal worden. Bovendien zien we de namen van Ida Lupino en Tullio Carminati in de rolverdeling.

De Heer Hicks staat bij 't ter perse gaan van dit nummer op punt van vertrek naar Europa. Zijn inspecie rondreis zal onderbroken worden door een groote conventie, te Parijs, waarover we nadere bijzonderheden t.z.t. zullen vermelden. De Heer Hicks wordt vergezeld door zijn assistent, George Weltner.

Als de binnenkomende loftuigingen over "The Crusades" een trouw spiegelbeeld zijn van de kwaliteit der film zelve, is het zeker, dat de Heer DeMille een zijner allermonumentaalste rolprenten heeft vervaardigd. De film verwekt sensatie in Hollywood.

Het doet ons veel genoegen de gunstige reactie te constateeren in het buitenland van het contracteeren met Jan Kiepura. De meeste kantoren beloven ons gouden bergen voor zijn films.

Marlene Dietrich recipieerde eenige weken geleden een aantal buitenlandse correspondenten, in New York, te welker gelegenheid zij ver-

(Continued on Page 12)

The Screen Corporation Ltd.
RUPABANI
162, Canal Street, Calcutta, the 10th Jan 1936.

Dear Sir,

We have much pleasure to enclose herewith some cuttings of reports and speech regarding the recent anniversary of Rupabani published in the "Amrita" and "Patrika" and "Anand" two widely circulated Indian newspapers also some advertising campaigns of some Paramount productions including "The Lives of a Bengal Lancer".

We are glad to inform you that the Paramount Road Show production "The Lives of a Bengal Lancer" has been a tremendous success at Rupabani where the same is running now. Will you please convey our hearty congratulations to Mr. Dick, Mr. Cecil B. DeMille, Miss Claudette Colbert, Mr. Harro Williams and Mr. Harry Wilson for the production of such an excellent picture.

We sincerely hope that Mr. Cecil B. DeMille's "The Crusades" which is under production now will also secure "The Lives of a Bengal Lancer" with best wishes.

Yours truly,
R. S. Datta,
Managing Director.

CALCUTTA APPLAUSE

Reproduced above is a splendid letter from the Managing Director of the Screen Corporation, Limited, of Calcutta, India. We particularly draw your attention to the last paragraph, which says: "We sincerely hope that Mr. Cecil B. DeMille's production of 'The Crusades' which is under production will even surpass 'The Lives of a Bengal Lancer'." We're telling the writer of that letter right now that his hope is going to more than come true.

NOTICIAS PARAMOUNT

(Continued from Page 11)

—O filme "Vamos á America!" ("Ruggles of Red Gap") foi esplendidamente recebido pela critica em Nova York, tendo sido apontado como uma das melhores comedias destes ultimos tempos.

—Gus J. Schaefer, gerente geral da Paramount na Alemanha e Europa Central, acha-se presentemente em Nova York, em companhia de sua esposa, numa visita de recreio.

—O nosso Concurso Internacional mostrará este mez varias mundanças na posição dos competidores ao premio. Quando esta edição chegar ao estrangeiro, já uns seis mezes terão decorrido da data do Concurso, sendo portanto tempo de se apressarem os que quizerem fazer alguma surpresa... Pelos esforços feitos pagará o premio de \$5000 dólares, que é uma bonita quantia.

—Temos recebido grande numero de comentarios sobre a excellencia do filme "Lanceiros da India," que se faz famoso por todo o mundo. São tantas as noticias que, se as publicassemos, toda a nossa revista não as poderia conter.

—Os filmes Paramount desta temporada, que estão tendo grande exito são muitos, e entre elles podemos destacar "Lanceiros da India," "Reina o Amor" (All the King's Horses), "Vamos á America!" (Ruggles of Red Gap) e "Private Worlds" (Mundos privados). Tudo isto prova, sem sombra de duvida, que a Paramount segue á frente de todas, dominando o mundo com os seus filmes.



CASH COLLECTION PRIZE TRANSFORMED INTO COCKTAIL PARTY—In last year's contest the prize for the best reduction in accounts outstanding was won by Juan Oliver, branch manager in Montevideo. Mr. Oliver was so emphatic in the point that the real winners of the prize were the members of his staff that he forthwith arranged for a cocktail party in which all members of the staff participated. Our photograph shows this party and seated around the table are the following Montevideon Paramounteers: Miss E. Pradoni, Mr. J. F. Castro, Princeipe (newspaper man), Miss H. May, Mr. Paul Boehm, Mr. Juan Oliver, Mr. E. Aquirre, Miss M. Am. Milhomens, Mr. D. Fernandez, Miss M. T. Molinelli.

PARAMOUNT CONTINÚA EN EL PRIMER PUESTO

(Continued from Page 10)

—¡Este año lleva trazas de ser sencillamente maravilloso! Nos ha dado hasta ahora "Tres Lanceros de Bengala" ("The Lives of a Bengal Lancer"), "Amor es rey" ("All the King's Horses"), "Nobleza obliga" ("Ruggles of Red Gap") y "El mundo de cada cual" ("Private Worlds"). Y deja ya entender lo que hemos de prometeros para más adelante.

PARAMOUNT BEHOUDT DE LEIDING

(Continued from Page 11)

klaarde dat het haar genoegen deed nog in eenige films voor Paramount te kunnen spelen.

"Ruggles of Red Gap" met Charles Laughton in de titelrol, is door de New Yorksche pers zeer gunstig ontvangen. De film wordt 'de geweldigste klucht der laatste jaren' genoemd.

Gus J. Schaefer, directeur-generaal van Duitschland en Centraal Europa, vertoeft met zijn echtgenoot in New York. Het is zijn eerste vacantie sedert vele jaren.

De stand van het concours laat weer eenige verrassende veranderingen zien. Tegen den tijd dat dit blad U bereikt, zijn weer vier of vijf maanden voorbij en wij raden U daarom aan er een beetje vaart achter te zetten met een brok van de uitgeleefde \$5000 voor oogen.

In Maart hebben wij zooveel complimenteuzen brieven ontvangen over "Lives of a Bengal Lancer," dat we er gemakkelijk deze heele editie mee zouden kunnen vullen. We hebben diensgevolge een keuze moeten doen uit de talrijke brieven waarvoor wij U hierbij onzen dank beuigen.

Het jaar is pas drie maanden oud en wij hebben reeds een aantal schlagers gehad o.a. "Lives of a Bengal Lancer," "All the King's Horses," "Ruggles of Red Gap" en "Private Worlds," slechts voorproefjes van hetgeen er ons in den loop van het jaar te wachten staat.

LA PARAMOUNT SEMPRE PRIMA

Mr. Zukor ha recentemente telefonato a Mr. Hicks dalla California per dirgli che Mary Ellis e' destinata a diventare una delle piu' grandi stelle del canto in tutto il mondo. Egli aveva appena visto la prima edizione di "Parigi in Primavera" (Paris in Spring) ed era oltre ogni dire entusiasta di Mary Ellis e della cinematografia. Tra i protagonisti sono anche, come sapete, Ida Lupino e Tullio Carminati.

Mr. Hicks sta per partire per l'Europa nel suo consueto viaggio semi-annuale di ispezione. Mentre si trovera' in Europa, si svolgera' una grande Convenzione in Parigi. Ve ne comunicheremo i particolari nel nostro prossimo numero. Egli sara' accompagnato dal suo assistente George Weltner.

Ci pervengono sensazionali informazioni su "Crociate" (Crusades). Esse ci convincono che Mr. DeMille ha piu' che mai mantenuto la promessa di darci la piu' grande cinematografia della sua carriera. La cinematografia e' sin d'ora considerata come la sensazione di Hollywood.

E' con piacere che rileviamo il tremendo entusiasmo dei nostri Legionari in tutto il mondo per la firma del contratto di Ian Kieura. Lettere ci pervengono da ogni parte e ci dicono la grande gioia provata dagli scriventi per il fatto che noi abbiamo Kieura. Esse prevedono che le sue films saranno di un grande successo.

Marlene Dietrich e' stata ospite di numerosi corrispondenti d'Oltre Oceano in New York City poche settimane

or sono. Ella ha espresso il suo grande piacere perche' ha ancora parecchie cinematografie da fare per la Paramount e spera che essi siano ugualmente soddisfatti della sua opera.

"Ruggles di Red Gap" (Ruggles of Red Gap), che ha per interprete principale Charles Laughton, e' stata salutata in New York come la piu' grande film comica che sia stata mai prodotta.

Gus J. Schaefer, direttore generale per la Germania e l'Europa Centrale, e' a New York City nella sua prima visita in parecchi anni. Egli e' accompagnato da Mrs. Schaefer.

Le posizioni dei partecipanti alla gara segnano nuovamente sorprendenti cambiamenti. Quando leggerete queste note, quasi quattro dei sei mesi saranno trascorsi, cosi' che, se volete compiere ancora un grande sforzo, farete bene ad affrettarvi. E se per caso avete bisogno di incentivo, pensate per un solo istante alla parte di quella attraente somma di cinquemila dollari (\$5.000), che ricaverete.

Durante marzo abbiamo ricevuti tanti e magnifici elogi di "Vite di un Lancere del Bengala" (Lives of a Bengal Lancer) che potremmo facilmente dedicarvi una intera edizione del Paramount International News. Ne abbiamo percio' riportato solo i piu' importanti e desideriamo ringraziare tutti per i loro pronti e particolareggiati rapporti.

E' un anno meraviglioso questo che ci ha gia' dato "Le Vite di un Lancere del Bengala", "Tutti i Cavalli del Re" (All the King's Horses), "Ruggles di Red Gap" e "Mondi Privati" (Private Worlds). Cio' e' un indizio di quanto ci possiamo attendere in futuro, tanto piu' che abbiamo i migliori direttori di tutto il mondo.

FLASH!

Right after a screening of the third Carlos Gardel film, "El Dia Que Me Quieras," Mr. Hicks cabled the principal Spanish offices. Two replies have flashed in to date:

Mr. Reyes of Colombia said: "Have transcribed exhibitors your message regarding 'Dia Que Me Quieras,' With 'Cleopatra,' 'Lancers,' 'Rumba,' Gardel and Rosita Moreno pictures, our relations with exhibitors approaching Honeymoon classification. Regards."

Mr. Messeri cabled from Spain: "Everybody happy here at news Gardel picture. Soon starting selling campaign for next season. Please rush print for trade showing. Regards."

IN COPENHAGEN. Page Two has

a story of the Scandinavian Convention. The delegates were: Standing: Messrs. Ingvald Oes, Sandberg, Bisgaard. Sitting: Messrs. Lange Gen. Foreign Rep.), York Eriksen, Hammar and Frost. All four Scandinavian countries are hereby represented.



TULLIO CARMINATI

This sterling player gained long overdue recognition through his work in "One Night of Love." Now Paramount has him with Mary Ellis and Ida Lupino in "Paris In Spring." Tullio, Mar and Ida all do plenty of singing in this bright new musical farce.



PRATCHETT IS TRUE TRADE MARK CONSCIOUS

Here's one of the most colorful adaptations of Paramount's Trade Mark that we have ever encountered. It is the creation of Mexican Manager A. L. Pratchett, and has been directly inspired by that Epic of Heroism to which so many columns of this issue of Paramount International News have been devoted, and which is better known by the title of "Lives of a Bengal Lancer."

"Paris In Spring" is recorded by the Hill-and-Dale method employed by "One Night of Love."





NEWS OF TWO MAJOR CONVENTIONS, PLUS CONTEST STANDINGS, WILL DOMINATE JUNE ISSUE

Next month's issue of **PARAMOUNT INTERNATIONAL NEWS** is expected by its sponsor, Paramount International Corporation, to be just about the most historically important of all issues of our legion publications.

Among its dominant features will be detailed accounts of our first International Convention to be held in Paris, May 12, 13 and 14; and the Domestic Convention, to be held in New York City, May 23, 24 and 25. Both of these events will write Paramount history in no uncertain terms.

This same June issue will carry the final incentive for mighty efforts in the \$5,000 Sales Contest, for it will be the last issue to reach you before the Contest concludes. It will also carry standings in the Contest as they were at the end of April.

And finally, the issue will have several other Paramount announcements of such vital importance that you will wish here and now for your copy to be televised to you.

It's an epochal year, alright!

Vol. 2

No. 5

Issue of
May First, 1935

The Price per issue is simply Loyalty
to Paramount's International Legion.

GREETINGS!

Ao primeiro Congresso Internacional da Paramount,, saudações. A mensagem que ides ouvir do Sr. Hicks e Sr. Lange constitui o mais alto estímulo que a nossa Companhia vos envia. Aceitai nossos sinceros saudaes com os votos de agradaveis dias em Paris e venturoso regresso a vossos lares.

Saludos al primer Congreso Internacional Paramount. Las declaraciones que haran los Senores Hicks y Lange seran las de mayor trascendencia e inspiracion jamas emanadas de nuestra Compania. Os saludamos cordialmente y deseamos que vuestra permanencia en Paris os sea grata y feliz el regreso a vuestras respectivas residencias.

"Salutăm prima Convenție Internațională a lui Paramount. Comunicarea pe care o veți auzi din partea d-lui Hicks și a d-lui Lange este cea mai interesantă veste pe care societatea noastră v'a adus-o vre-o dată. Vă salutăm cordial, nădăduim că șederea Dv. în Paris va fi plăcută, și că veți avea o călătorie plăcută în drum spre orașul Dv."

Nous saluons la première Convention Internationale de Paramount. Dans les paroles que prononceront Monsieur Hicks et Monsieur Lange, vous trouverez le message le plus inspirateur que notre Compagnie vous ait jamais adressé. Nous vous envoyons nos salutations les plus sincères, nous espérons que votre séjour à Paris sera plein d'agrément et vous souhaitons un bon et heureux retour dans votre ville.

Saluti alla Prima Convenzione Internazionale della Paramount. Il messaggio, che Mr. Hicks e Mr. Lange vi porteranno, e' la notizia piu' incoraggiante che la nostra Compagnia abbia mai avuto per voi. Noi vi mandiamo il nostro cordiale saluto e speriamo che il vostro soggiorno in Parigi sara' piacevole e che farete un felice ritorno nelle vostre citta'.

Pozdrav Paramount-ovoj Prvoj Medjunarodnoj Konvenciji. Govori koje ćete čuti od Gospode Hicks-a i Lange-a su najnadahnutija novost koju je naša Kompanija ikada imala za vas. Iskreno vas pozdravljamo, u nadi da će vaš boravak u Parizu biti prijatan, i da ćete ce sretno i zdravo vratiti svojim domovima.

Willkommen zu unserem ersten internationalen Konvent in Paris. Die Botschaften, welche die Herren Hicks und Lange Ihnen überbringen, werden unbedingt grosse Begeisterung bei Ihnen auslösen. Wir begrüßen Sie aufs herzlichste und hoffen, dass Ihr Aufenthalt in Paris ein sehr angenehmer sein wird, und dass Sie von neuer Kraft beseelt an Ihr Arbeitsfeld zurückkehren, grossen Erfolgen entgegen.

"En hälsning till Paramounts första internationella möte! De nyheter, som komma att omöjligt för eder av Mr. Hicks och Mr. Lange, äro de mest uppmuntrande, som vi någonsin kunnat delgiva eder. Vi hälsa eder hjärtligt

(More Greetings on Page 2)



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

Vol. 2 May, 1935 No. 5

THE GREETINGS OF OUR LEADERS

Since you have probably already sought word in these pages from Messrs. Adolph Zukor, George J. Schaefer, Henry Herzbrun and Ernst Lubitsch, on the occasion of so momentous a gathering as this Convention in Paris represents, let it be here and now stated that messages from these four great leaders will certainly reach you at the Convention: just how, is not being stated here.

But the messages will reach you, never fear!

LONDON HAD A GREAT CONVENTION

Word reached us as we placed this issue on the presses to the effect that the annual Convention of the British organization took place in London on April 19, 20, 21. We have not other details right now, but we promise plenty for next issue, which should be a mammoth convention number, dealing as it will with the Paris, American and London conclaves.

EXCERPTS FROM NEW YORK REVIEWS ON "MISSISSIPPI"

American.... Crosby and Fields make "Mississippi" an entertaining lark... Bing supplying the romantic interest in suave and carefree fashion, while Mr. Fields keeps his audience in gales of hilarity each moment he is on the screen.

News.... Bing's vocalizing, W. C. Fields comedy gags and the enchanting tableau arranged by director Sutherland make "Mississippi" a must in your list of pictures to be seen over the holidays... The entire production has been lavishly mounted.

Journal.... Fields' hilarious comedy, Bing Crosby's singing Cheer Film fans... provides diverting entertainment... Fields comes close to walking off with the film... keeps his audience howling while he's on the screen.



ITALIAN HONOR

Herewith a reproduction of the scroll awarded Paramount for our honorable participation in the International Cinema Exposition of Venice last year. Our film entrant was "Death Takes a Holiday."

GREETINGS! (Cont. from Page 1)

välkomna, och hoppas att edert besök i Paris kommer att bli angenämt på alla sätt, och att ni alla kommer att vända ter till hemlandet, nöjda och glada."

"Hilsner til Paramounts förste internationale Konference. Det Budskab, som De vil modtage fra Herr Hicks og Herr Lange, er de mest opmuntrende Nyheder, som vort Selskab nogensinde har haft at bringe Dem. Vi hilser Dem oprigtigt og haaber, at De maa faa et fornøjeligt Ophold i Paris og en god og lykkelig Tilbagekomst til Deres Hjemby."

"Üdvözlök a Paramount Első Nemzetközi Összejövetelét. Az üzenet, amelyet Hicks és Lange urak fognak tolmácsolni oly kiváló híreket tartalmaz, melynél jobbakat cégünknek ezideig nem volt módjában Önöknek abban a reményben, hogy rársi tartózkodásukat élvezni fogják és hogy hazautazásuk kellemes és szerencsés lesz."

"Tervehdyksemme Paramountin Ensimäiselle Kansainväliselle Kokouk-

AT THE HELM. Guiding the Paramount International Home Office barque on its course during the absence in Europe of Mr. Hicks and George Weltner is Eugene J. Zukor. "Gene," as he is affectionately known personally to Legionnaires in practically every part of the world, is putting the knowledge of actual conditions gained throughout the globe to very good use.



selle. Herroilta Hicks ja Lange saatte kuulla sanoman, joka on laatuun innoittavin, minkä Yhtiömme koskaan on ollut tilaisuudessa Teille antamaan. Lausumme Teidät vilpittömästi tervetulleiksi, toivomme että oleskelunne Parisissa tulee olemaan mieluista, ja että palaatte kotikaupunkiinne terveinä ja onnellisina."

Hilsener til Paramounts förste internationale konvensjon. Det budskap som De vil få höre fra herr Hicks og herr Lange, inneholder de mest inspirerende nyheter som vort selskap noensinde har kunnet bringe Dem. Vi hilser Dem opriktig, håber at Deres ophold i Paris må bli behagelig, og onsker Dem en god tilbakereise og en lykkelig tilbakekomst til Deres hjemsted.

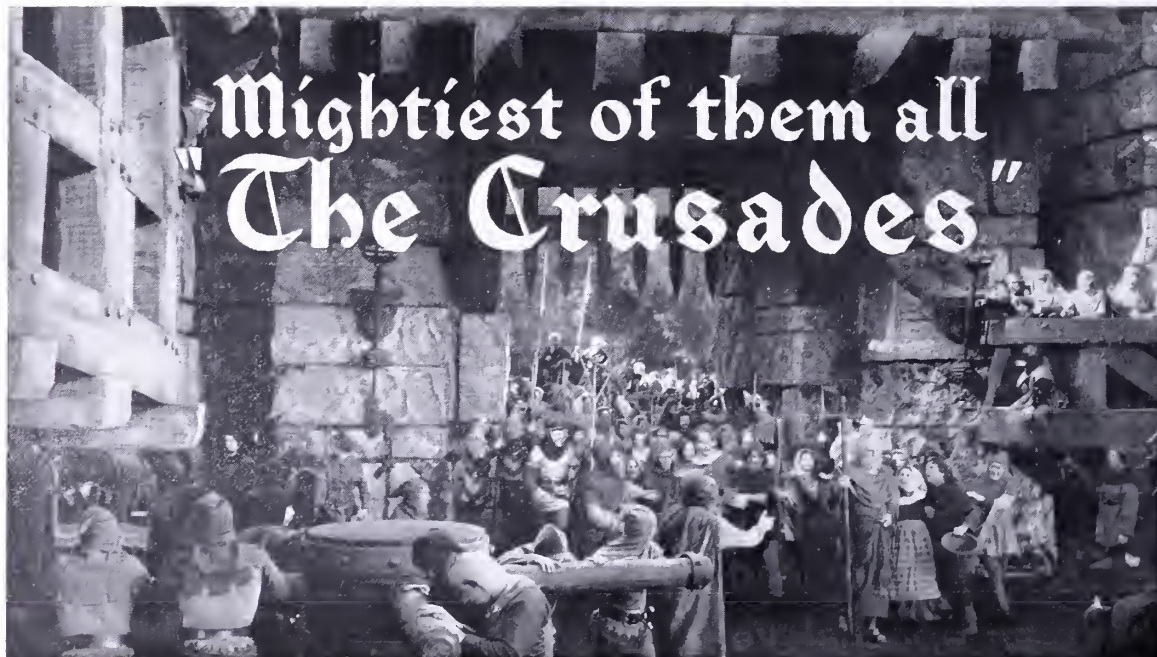
"Weest gegroet op de Eerste Internationale Conventie van Paramount. De boodschap, welke U zult hooren van de Heeren Hicks en Lange, bevat het meest bezielende nieuws, dat onze maatschappij U ooit heeft doen geworden. Wij heeten U hartelijk welkom, hopen dat Uw verblijf te Parijs aangenaam moege zijn en wenschen U een voorspoedige terugreis naar de stad waar U vandaan komt."

SUPERB APRIL ISSUE OF "LA PARAMOUNT FRANCAIS"

Once again we doff 'nos chapeau to the French organization for fi of all inspiring the deeds a achievements which have fou such colorful reflection in the Ap issue of La Paramount Francai and secondly for having in Ja Plunkett an editor sufficiently c dowed with the repertorial skill make the most of such material

"Witamy Pierwszy Międzynarodowy Zjazd Firmy Paramount. W domość jaką Panowie usłyszą od Hicks i p. Lange jest najlepszą r winą jaką firma nasza miała kiedykolwiek do przesłania. Witamy W serdecznie i życzymy Wam miłego pobytu w Paryżu i szczęśliwego i wrotu do miejsc rodzinnych."

Pozdravy prvé mezinárodní konvenci Paramountu. Zpráva, kterou uslyšíte od pana Hickse a pana Langea je jednou z nejzajímavějších zpráv, které Vám naše společenství měla příležitost oznámiti. Srdečně Vás zdravíme a doufáme, že Váš pobyt v Paříži bude příjemný a že šťastně a bezpečně vrátíte do své domova.



"Bulldogs" and "Vikings" Lead!

Now, it seems, we begin to see daylight. After a lot of Contest shuffling and re-arranging, it has become the consensus of Division Opinion that the lead in this great International Marathon is to be tossed for by Mr. Graham's "Bulldogs" and Mr. York's "Vikings." Or are we just a little premature?

We are not exactly backed by unjustification, you know. A schedule of fact and figures before us now as we tackle the job of reporting the Contest affirms and reaffirms that Messrs. York and Graham — having by some astute form of legerdemain outstripped Messrs. Lochrane and Messeri—are now One! Two! in the Contest, and the only Divisions actually over Quota.

That, you see, is the justification for our presumption in believing that all of you chappies had sort of had a consultation among yourselves and decided, for one reason or another, that it would be best to let the Scandinavian and English Paramounteers tussle it out among themselves for the first and Second prizes, and that once this was settled, the next best among you would get the Third prize.

Of course we may be wrong. We hope we are,

AND NOW YORK'S NAME HEADS THE LIST AS OF THE END OF MARCH, 1935

The Leader.....	YORK
Also Over Quota.....	GRAHAM
Tops the Under-Quotas.....	MESSERI
Next to him.....	KLARSFELD
Next in Line.....	COCHRANE
And Then.....	KENNEBECK
Just Ahead of.....	BALLANCE
Who Leads.....	SCHAEFER
Followed by.....	PRATCHETT
Sprinting Past.....	ABOAF
Outstripping.....	SUSSMAN
Who's Followed By.....	DAY
And.....	DEL VILLAR
And Also.....	NATHAN

because we had had the inescapable conviction that you were going to be the winner, and that you and you would come in in second and third places, respectively. As a matter of fact we find it hard to un-

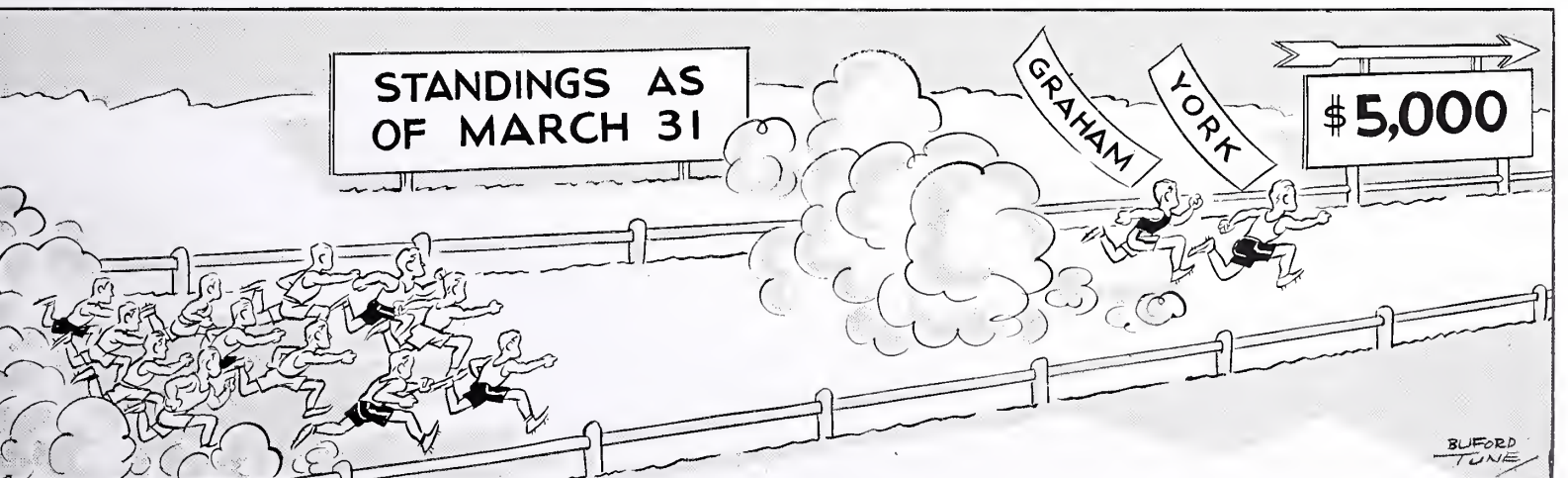
derstand why you are allowing the York Bunch and the Graham Gang to get away with this leadership business. There ought to be a law, you know, against the publication of cartoons such as the one at

the bottom of this page, unless, of course, the cartoon happens to be the real and undisguised truth.

We are not unmindful, too, of the fact that this particular cartoon will meet a lot of Paramount eyes right there at the First International Convention; so it is our gentle tip that you might find the opportunity during the Convention to say something definite about how temporary the story of the cartoon happens to be.

And in the meantime, for the sake of the record, let us see how easily it might come about that changes will be made, by comparing this month's standings with what they were a month ago. York of course has zoomed from 4th to 1st, than which there is no higher. Graham retains 2nd. Klarsfeld who was 5th, is now 4th. Next step forward in our tabulation is Aboaf, who moved from 11th to 10th.

What of the Standings as of April's end? Next month's issue will surely tell a graphic story.





CHALLENGES . . .
that should make you
sit up and take notice.

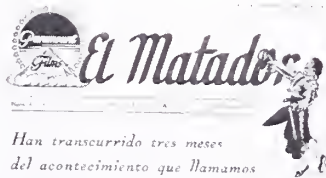
**BILL PIPER AUGMENTS THIS PAGE'S SLASHING
AND PEPPY COCHRANE CHALLENGE**

At going-to-press point we got another blast from the Orient: Tokyo Manager J. W. Piper, actionizing the thought of Irish Brigade Cochrane, rushed us photographs of all of the staffs of Japan, China, Philippines and Manchukuo. These we are saving for next month's Convention issue.

Mr. Piper's letter, however, was too good to pass up. He says:

"This is a bit of pardonable egotism on our part, but we are sending you these pictures so that you can have them all set up to be published as the winners of the 1935 \$5,000 Contest."

Well, maybe we'll publish them next month: maybe we'll just wait and see how things come out.



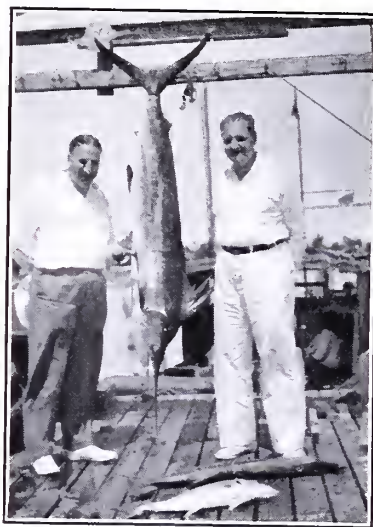
Han transcurrido tres meses
del acontecimiento que llamamos

**GRAN
SEMESTRE
HICKS**

"Hasta que punto habéis hecho
honor a este nombre, para nos-
otros sea gloria!"
Vuestros esfuerzos, con la
medida de vuestra habilidad y de
vuestro acortado.
Los Legiones Paramount del
mundo nos contemplan.
Por el SEMESTRE HICKS
y por la brillante y gloriosa de
vuestro futuro!"
¡ADELANTE
MATADORES!



Also meriting a place on this Page of Challenges is the spirit of Managing Director Messeri's Spanish Division, enclosed within the covers of the March issue of "El Matador," the cover of which is shown above. The Matadors'll give the rest of the world a run for Paramount's Contest Money.



TWO MEN AND A FISH

Nothing could be more appropriate on this page than a fishing picture. Here's one made in Nassau, Bahamas, during the recent visit there of Messrs. George Schaefer (Vice President and General Manager of Paramount) and Gus J. Schaefer, General Manager for Germany and Central Europe.

Gus is on the left and the fish is in the centre. We forget the exact weight of the sailfish, it being our impression that Gus got these figures mixed with his Division's Contest achievements, and was also speaking either in zlotys, pence or florins.

At all events, Gus had a marvelous time, and returned to his territory April 19th with a Contest-determination which we have been told will stand for no eclipsing of Germany and Central Europe by any other division.

Thanks, Mr. Sailfish, for being such a marvelous incentive.

Prague's films accumulated during the non-distribution era. Here are lobby and exploitation displays for "Cleopatra" and "Dr. Jekyll and Mr. Hyde." They'll help Jellinek's Paramounteers mightily in the Contest.



**CZECHO-SLOVAKIA, START DELAYED BY
CIRCUMSTANCES, NOW FORGING AHEAD**

Last month, on our Contest Chips page, we gave you an excerpt of letter from Mr. R. Jellinek, district manager of Czecho-Slovakia and Poland. Now we have much pleasure in giving you in full this letter, together with the tip that we believe that Mr. Jellinek's Paramounteers are going to get the rest of you a darned good run for the Winner's money. The letter reads:

To the Other Contestants:

It is probably known to you that —after an interval of three years —American motion pictures have returned to the Czechoslovakian market.

It gives me great pleasure to inform you that "Paramount" started its activity in March with four premieres. This fact is all the more pleasing to us, as we have been given the opportunity to participate in the contest 100%.

The details of the contest have been received with great enthusiasm not only by the Sales Division but by our entire staff. Every member of Paramount in Czecho-

slovakia works zealously for the contest. We no longer know fixed office hours. We work until hours of the night in order that each and everyone of us does his or her utmost for the contest.

We hope that due to our enthusiastic work we will be one of the winners. This is our greatest ambition and desire, in order that we may merit not only financially but morally as well.

For your guidance I am enclosing several photos of the theatres fronts of the four Prague premieres, and remain

Very truly yours,
(Signed) R. JELLINEK.

**COCHRANE'S DIVISION IS
"THE IRISH BRIGADE"**

Tom Cochrane very justifiably resents the fact that we, in error, in the issue of March 1st, dubbed his division "The Luck of the Irish." The correct name should have been "The Irish Brigade."

"I cabled Mr. Hicks," says Tom, "that we got for 'Bengal Lancer' the highest first-run price ever paid for a picture in Japan. Do you call that luck?" We agree with Tom that it was not luck, that it was just the product of hard work, streaming sweat and undivided effort.

Let us quote Tom again: "Just please listen to me — that word 'luck' or what it stands for, has no place with my gang. Nor does luck have any part in the accomplishments of anyone of my offices. Just plain everyday hard work is the thing."

And now for the blast which justifies this item being on this



THE ONE AND ONLY TOM

particular page. "We're where we are today," says Tom, "but just you wait and see where we'll be by the end of June!" That in its own quiet way, appears to be pretty definitely a challenge that you "other guys" had better look out for.

**GARDEL-MORENO HITS INSPIRE CHALLENGE FROM
JOHN L. DAY**

Using this page of Paramount International News, plus the new about the two new Carlos Gardel-Rosita Moreno films, merely as instruments of expression, General Manager John L. Day, Jr., flings the meaty challenge to the rest of "youse guys and youse gals" (as our Ben Bernie says in "Stolen Harmony"):

"The Gardel-Moreno pictures have helped put the Spanish speaking countries on the map again. The two newest pictures should be the biggest hits of the season. We are getting a late start through the entire territory this year (The Contest started in summer for South America, ED.), but boy, wait until the returns come in at the end of the Contest!"

PARAMOUNT'S WORLD DOMINATING PRODUCT



ANOTHER BYRD FILM

Paramount News Cameramen L. Herman (left) and Carl Petersen have returned from the taretic continent with more than 10,000 feet of negative. They are shown with Ernst Lubitsch, imaging director of Paramount oduction, examining some of the otage. There is a distinct possibility t the near future will see the ation of another feature film, ghtier and more exciting than ith Byrd to the South Pole."

MARGARET SULLAVAN SIGNED

The star of Only Yesterday," "The Good rry" and other iversal hits s been signed Paramount r a starring le in "So Red e Rose." Also the film are auline Lord id Fred Stone.



PRODUCTION FACTS

"The Last Outpost" has been finitely set as the title for the oduction previously known as ungle." The cast includes Cary rant, Raymond Milland, Claude ains, and Gertrude Michael. Madge Evans has been borrowed om Metro for "Men Without ames," Paramount's film saga sed on the exploits of the Fedal Secret Service men, and preously known as "Federal Dick." Herbert Rawlinson, film star of esterday who continued to meet ith marked success on the stage, back in films. Paramount signed m for the film mentioned in the revious paragraph, which by the ay stars Fred MacMurray, who as had his option taken up. Mitchell Leisen, who did ex- emely capable work with the di- ction of "Four Hours To Kill," ill direct Walter Wanger's pro- duction, "Shanghai." Charles Boyer nd Carole Lombard will share the ead, and also in the cast will be red Keating. Gladys Swarthout has been defi- nitely set for the singing lead in aramont's operetta, "Rose of the ancho." John Boles will play opposite her. Jack Oakie has undergone a hroat operation and received a ew and deeper voice as the result.

NEW YORK NEWSPAPERS ROUNDLY PRAISED "FOUR HOURS TO KILL"

New York News:—"...the picture is a gripping melodrama with a neatly dovetailed plot, a uniformly excellent cast and well-paced direction.... Richard Barthelmess contributes what is probably one of his finest performances."

New York Times:—"The picture surges into a properly thrilling climax....The playing of Tony Mako by Richard Barthelmess is quite as good as anything I can recall in this star's busy career."

New York Mirror:—"Four Hours To Kill" is an unusual and entertaining melodrama. It is smart, adult and provocative."

New York Sun:—"There is an excellent melodrama in town. 'Four Hours To Kill' is an entertaining bundle of excitement....The use of timing and suspense is perfect, with an exciting last scene."

New York Journal:—"Richard Barthelmess gives an excellent performance. The film moves fast, sustaining interest throughout."

New York Telegram:—"The picture is a well-acted, swift, many-sided drama."



"FOUR HOURS TO KILL" is revealed as a definite success, according to the review excerpts at left. In this scene from the picture are Richard Barthelmess, Helen Mack, Joe Morrison, Gertrude Michael, Ray Milland, and the victim-to-be, Noel Madison.

WALTER WANGER'S PLANS

Walter Wanger's new pictures for Paramount will be: "Shanghai," with Charles Boyer and Loretta Young; "Every Night At Eight," with George Raft and a host of singing stars; "Clipper Ship," an air drama; and "Vogur of 1936," an elaborate fashion spectacle and drama in Technicolor.

CAST OF THE MIGHTIEST PARAMOUNT PICTURE EVER PRODUCED

We think it definitely of interest at this juncture to again list for your mental delectation the cast of Cecil B. DeMille's production, "The Crusades," now rapidly approaching completion in the Paramount Hollywood Studio. Here, then, are the players who head this mighty aggregation of box-office talent:

Berengaria.....	Loretta Young
Richard.....	Henry Wilcoxon
Saladin.....	Ian Keith
Alice.....	Katherine DeMille
The Hermit.....	C. Aubrey Smith
Conrad of Montferrat.....	Joseph Schildkraut
Blondel.....	Alan Hale
Philip of France.....	C. Henry Gordon
Sancho.....	George Barbier
Blacksmith.....	Montagu Love
Frederick of Germany.....	Hobart Bosworth
Hugo of Burgundy.....	William Farnum
Earl Robert of Leicester.....	Lumsden Hare
John Lackland.....	Ramsay Hill
Michael, Prince of Russia.....	Paul Satoff
Karakush.....	Pedro de Cordoba

PARAMOUNT PRESENTS 6 PULCHRITUDINOUS PROTEGES



Paramount has gone personally into the business of naming as proteges six of its young players "most likely to succeed." 280 stars, players and executives did the selecting and their choices are: back, Katherine DeMille, Grace Bradley, Ann Sheridan; front, Gail Patrick, Gertrude Michael, Wendy Barrie.

HAROLD LLOYD MAKING NEW PARAMOUNT FILM

Harold Lloyd gets back rather much to his old slapstick formula in "The Milky Way," which he is making for Paramount. Once again he is the boob who blunders through an amazing series of situations to find himself the winner in the end not only of the prize, but also of the girl.

Leo McCarey, who made the eternally laughable "Ruggles of Red Gap," has the directorial assignment for "The Milky Way."



"PETER IBBETSON"

Henry Hathaway (left) who has directed Gary Cooper (right) in his last two pictures, "Now and Forever" and "The Lives of a Bengal Lancer," will direct him for a third time as the tall star plays "Peter Ibbetson," with Irene Dunne as leading woman.



CONTRALTO MAE

We are now assured by the studio that "Goin' To Town" actually contains that much publicized aria from "Samson and Delilah," actually sung by Mae West, herself. There was no trick, Mae actually sang, and it's her voice you'll hear.

Following this, the expectation is that Mae will next appear in "Klondike," in which the blonde star will portray one of those famous "Flame of the Yukon" roles.

Lewis E. Gensler, eminent Broadway producer of musicals, has become a Paramount associate producer, his first job being the new Carl Brisson musical.

"BENGAL LANCER" WORLD WIDE



"3 LANCERS DU BENGAL" THRILL BRUSSELS AND TOULOUSE

Into our massed evidence of the great exploitation value of "The Lives of a Bengal Lancer" we have linked material from Belgium's Brussels and France's Toulouse. All of the scenes, with the exception of the lower corner ones, belong to Brussels, where Manager Andre Agramon of Paramount's own Coliseum Theatre did great work. Note the gigantic Bengal Lancer figures in the top left-hand scene, with a battalion of Belgian soldiers marching in to see the film. In the top centre scene, one of

the parading Lancers stops before a world-famed fountain, 'Manneken-Piss,' first citizen of Brussels. The soldiers in the lower centre picture are the Belgian Royal Lancers, who distinguished themselves so magnificently in the World War. The Toulouse exploitation, for the Paramount Theatre in that city, was concentrated on colorful street exploitation, and a most impressive front-of-theatre display, engineered under the direction of Manager Victor Perrot. The whole Toulouse venture was most commendable.

GOTTHENBURG'S PALLADIUM GREET'S "THE LANCER"



Manager Christenson did a magnificent piece of lobby decoration when "The Lives of a Bengal Lancer" had its recent sensation-ally successful season at the Palladium Theatre. Top scene shown here depicts the actual entrance foyer, with innumerable cutout heads of Gary Cooper. The other scene is of the lobby, hung with magnificent Indian rugs.

LATER
TURN TO
PAGE 11



Outstanding among the news items is a London cable from Mr. Hicks to the effect that "Lancer" will run at the Carlton Theatre until May 25th at least. This will give the picture a season of 12 weeks minimum. This, to use a mild word, is terrific.

ADVANCE
FOUNDED BY DASHAPRIYA J. N. SENGUPTA

BIJOLI
SATURDAY MARCH NINTH
The Greatest Screen Sensation Of All Time.

THE LIVES OF A BENGAL LANCER
GARY COOPER
FRANCOT TONE
ROBERT CROWLEY
SHOOTING STANDING
DIRECTED BY
HERBERT BRENON

PERFORMANCES: SAT. & SUN. AT 3, 6:15, 9:30; DAILY AT 8:15 & 9:30

FINE PAGE FROM CALCUTTA

"The Lives of a Bengal Lancer" continues to build enthusiasm in India on a full-page basis, as the reproduction of the front page of an issue of Calcutta's "Advance" indicates. General Manager Charles Ballance is just wild about the picture, and only hopes that every forthcoming year can produce another similar epic of heroism.

"LANCER" A SMASH AT PARAMOUNT'S CAPITOL

The three lobby scenes here reproduced are of the Capitol Theatre, Melbourne, Australia, where a high successful season of "Cleopatra" was followed by another equally sparkling one registered by the world-beating "Lives of a Bengal Lancer." General Manager James Thornley and Advertising Manager Frank Kennebeck operated wonderfully in the season for both pictures and had all Melbourne agog with the splendor of the new Paramount product being released.

In addition to this evidence forwarded by Mr. Kennebeck, there was a grand full page advertisement from the Melbourne "Herald" and several other tokens of a successful season.

SINGAPORE: — Groves Cables: "Lancer" Record Breaking Sensational First Week Capitol Theatre."

HIT!



COLOGNE. Here again is the dominating front of the Schauburg Theatre in Cologne, which we viewed recently in connection with "The Lives of a Bengal Lancer," now reflecting another success with "The Lives of a Bengal Lancer," ("Bengali"). Both the trade mark shown in the lobby is the caption "Ein Million Dollar Film von Paramount" ("A Million Dollar Film from Paramount").

AUSTRALIAN SALES FOLIO "LANCER"—The Australian Amateurs, under the direction of Managing Director John E. Nebeck, duplicated in excellent fashion the folio idea of information sent out from Home Office. They in turn prepared a local sales folio, complete with press book, reviews, ad sales information everything else which they believed would assist the exhibitor in putting over a smash campaign on the picture.



"LANCER" A PARIS SENSATION

Paris was startled, stunned, bewildered and at the same time made deliriously happy by the superb exploitation display engineered by the combined genius of Messrs. Henri Klarsfeld, Andre Ullmann, Jack Plunkett and Rene Lebreton for the Paramount Theatre's season of "The Lives of a Bengal Lancer." The day and night glimpses of the theatre need no further identification, nor do those famous scenes depicting the Eiffel Tower and the Arc de Triomphe. Inset, too, is a glimpse of one of the scores of store windows carrying photo displays for the film. Our decoration at the top left hand corner is the cover of the special invitation to the screening of the film at the Club Interallie shown below. The picture's season was a terrific commercial success.

50,000 NORWEGIANS MADE "LANCER"-WISE



One of the outstanding samples of Norwegian exploitation of all times was this blaring "Bengal Lancer" announcement before a crowd of 50,000 persons assembled for an aviation exhibition at Lake Oieren, Norway, on March 17. Note the towering cut-outs on the truck, and "blast our eyes!" if that isn't the Paramount Trade Mark on the truck, too.

MORE
"LANCER"
NEWS
ON
PAGE
11



DISTINGUISHED SCREENING OF "LANCER" IN PARIS

Here are two glimpses of the audience at a special screening of "Lives of a Bengal Lancer" held at the Club Interallie in Paris. In the general scene the numbered gentlemen are (1) The British Ambassador in France, Sir George Clerk, (2) His Excellency, Philippe Crozier, (3) The Canadian Minister to France, Sir Philip Roy, (4) the famed French writer, Francis de Croisset. In the scene at the right are, right to left, MM. Jack Plunkett, director of publicity; Henri Klarsfeld, Administrateur Delegue; Raymond Siesset, and Madame Klarsfeld.



PARAMOUNT PERSONALS FROM A SCORE OF SPOT

SYDNEY'S MAE WEST



What to our eyes is one of the most effective of all Mae West impersonations is this one by Miss Ruth Edwards of the Sydney (Australia) Home Office Accounts Department. Ruth, we are told, demonstrated her hip-rolling at a recent Paramount Club function, and was an eye-arresting sensation.

CONGRATULATIONS TO AMERICAN WINNERS

In the midst of our international activity in connection with our own great Contest, we pause for a moment to salute the winners of the Domestic Department's 3-1-1 Contest. These proved to be:

Myke Lewis, winner of the District Manager's Division; George Smith, of San Francisco, winner of the Branch Manager's Division; Frank Anderson of Minneapolis, winner of the Salesmen's Division; and James Wheatly of Jacksonville, winner among the Ad Sales Managers.

The name of the Contest denoted that three points were allocated to features, one point to short features and one to Paramount News.

EUGENE SCHOSBERG REPORTS A NEW SOUND DEVELOPMENT

In telling of the installation of sound equipment for the first time in Bocas del Toro, third largest city in the Republic of Panama, he says that the talking movies were such an astounding innovation that "some of the startled natives ran howling from the scene on the showing of the first film."

HOME OFFICE GREETED MRS. TULA ANDREWS

April Third brought to New York Mrs. Tula Andrews who for the past eight years has been a valuable member of the staff of our Guatemala City office. Together with her husband she was en route to England on a three-month leave of absence.

SAUL JACOBS MOURNS

Manager Saul Jacobs of Guatemala paid a sad hurried visit to New York City late in March. His Mother died. On behalf of the entire Paramount Legion we extend deepest sympathy to Saul.



EUGENE'S 'GATOR

Eugene Schosberg, assistant manager of the Cristobal office, is not only busily engaged in signing Central American exhibitors on the dotted line, but is using his spare time in introducing express rifle bullets into the heads of savage alligators. On a recent business trip to Ecuador, with Dr. Teodoro Alvarado Alea, Paramount's agent for that republic, he proceeded up the Guayas River in search of huge reptiles, the one in the picture falling a quick victim to a keen eye and steady trigger finger.



JACK'S CUBAN PARTY

On a non-business day in Havana, Jack Rapoport entertained some friends in the garden of the Hatuey Brewery, which is the plant making the world famed Bacardi rum. Jack is second from the right, and the others, reading from the usual left, are: Salvador Preses, Paramount's representative in Santiago de Cuba; Jose Garcia, Paramount salesman for Cuba; a representative of Bacardi, unnamed; Jack Rapoport, and Enrique Bota, Empresa of the Rialto and Aguilar Theatres in Santiago de Cuba.



SO THIS IS THE OCTETTE FROM SYDNEY?

There was a sound of revelry by night in Sydney, recently. The occasion was a Paramount Club function, and the revelry was laughter occasioned by the appearance of "The-Floradora-Sextette-Which-Had-Picked-Up-Two-Waifs." The Sextette (with some emphasis on the first three letters), comprised J. Gatward, J. Taylor, William Hurworth, Jr., C. Cartledge, Max Lovett, R. Harris, T. Bowden and Bert Matts.

GREETINGS FROM U.S.S.R.

The Union of Socialistic Soviet Republics has been very much in our spotlight of late.

First of all, Paramount entered several films in the Film Exhibition held in Moscow late in February. Mr. Hicks also extended greetings to the U.S.S.R. Government on this occasion, and duly received a radio thanks, as follows:

THANKS FOR CONGRATULATIONS AND BEST WISHES FOR SUCCESS OF FIRST SOVIET CINEMA FESTIVAL.

(sgd.) SOYOUZINTORGKINO OUSIEVITCH.

Likewise important is the fact that Paramount had actual representation at the Festival, Viking Leader Carl P. York making the trip to Moscow, and thus earning the honor of being the first Paramount representative to make a business trip into the land of the Soviets. Carl was very liberal in the matter of postcards to Home Office, the recipients of the cards taking this opportunity of thanking him for the messages sent by card, and also for the stamps.

IMPORTANT POST FOR FRANK FARLEY

Frank Farley, who for the past seven years has been chief literary material scout for the Production Department on the Continent, and who recently travelled to New York and Hollywood for the purpose of meeting our new production executives, has had his already important duties importantly augmented; he has had added to his territory the British Isles. With headquarters in London he will examine all play and literary material originating in that part of the world, will make selections of players for American tests, and will personally direct these tests. We safely predict that he will be responsible for the discovering of much new talent.

Frank is to be an important delegate to the Paris Convention this month and will tell of his American impressions.



JAPAN'S MITSUI FAMILY SEEN "THE CRUSADES"

Pre-eminent of all noble Japanese families, the Mitsuis none the less are ardent film fans, and when several members came to Hollywood recently, the Paramount Studio was the first place of call. On the set of DeMille's "The Crusades" they were photographed with Henry Wilcoxon. Standing in the rear are Mr. Takayuk Mitsui and Mr. K. Konishi. In the foreground are Henry Wilcoxon, Barone Takaharu Mitsui, Baron Takaharu Mitsui.



FOR THE JUBILEE OF KING GEORGE V.

The current month marks the 25th Anniversary of the Accession of King George the Fifth to England's throne.

In Hollywood this event is being marked by the sending to London of a magnificently bound book containing the signatures of the British representatives in the film colony. Sir Guy Standing is shown with the book, which was the idea of Jol Farrow, an Australian. Among those who have signed are Marjorie Pickford, Charles Laughton, Sir Guy Standing, Charles Chaplin, Norma Shearer, Wendy Barrie, Ida Lupino, Colin Tapley, Clive Brook, Paul Cavanagh, Louis B. Maye, C. Aubrey Smith, Stan Laurel, George Brent, Maureen O'Sullivan, Merle Oberon and Boris Karlo.

WEDDING BELLS

They rang out for Home Office Legionnaire Linda Salzberg early in March when she became Mrs. Lee Bodin. She was the bride and remains, secretary to Public Manager Charles L. Gartner.



MOSCOW. Here are photographic interludes in the U.S.S.R. visit of Messrs. Carl York and David Nilsson, described in the accompanying article. Top left are Messrs. Kiva (in charge of Moscow film importation), Pallos (London Films, and United Artists), York, Choumiatski (head of Soviet film industry), and Kennedy (R.K.O.). It is interesting to note that the day this photo was taken, M. Choumiatski received the Lenin Order, the highest possible honor in the Soviet. At top right are the delegates in congress. Messrs. York and Nilsson are fourth and third from the right in the front row. Bottom left is a reproduction of the Lenin Memorial, now being built for a 1940 completion. It will be the largest memorial in the world. Carl York is the last gentleman at the right. In the remaining photo are Mr. Nilsson, Miss Okounovakoy, Mr. York and Mr. Kennedy.

Given below is Mr. York's own personal account of his recent Paramount business trip into the U.S.S.R. (formerly Russia). This travelling correspondent also sent us a detailed account of day-by-day impressions and incidents which we are precluded from publishing only because of space limitations. We are constrained to say, however, that it is a fascinating document, the reading of which makes us envious of Carl's U.S.S.R. peregrinations.

"PARAMOUNT" A HOUSEHOLD WORD IN RUSSIA

By CARL P. YORK

Have just returned from the U.S.S.R. where I had the great pleasure and privilege to represent Paramount at the Film Festival in celebration of the 15th anniversary of the Soviet film industry.

Being the first Paramount man to enter Russia in the last 17 years I was very much delighted to learn on my arrival in Moscow that our company is still known as the largest and finest film producing company in the world. Mr. Zukor's great reputation and life work are very well known to everybody, and Mr. Lubitsch's appointment as Production

Manager at our Hollywood studios was very favorably commented upon. Even in Russia Mr. Lubitsch is considered one of the World's greatest film directors.

One of the very first men who greeted me upon my arrival in Moscow was a Paramount News Reel cameraman, Mr. Boris Zeitlin. This gentleman is in charge of one of the Soviet News Reel production units and was very proud of the fact that he had been able to make such excellent connection with Paramount, the biggest producing company in the World. He also informed me that Paramount is the only producer in America having a news reel correspondent in Russia and so far as he was concerned he wanted Paramount to retain this exclusive privilege. During my visit this gentleman received his first check from New York in payment of a story he had covered. He was a very proud man and in fact the entire Trade seemed to be very favorably impressed by the connection made with Paramount on the news reel coverage. I told them that I hoped it would not be long before the Paramount News would be shown throughout the length and breadth of the Soviet Republic and I am quite sure that this time is not far off.

Unfortunately the sample prints I was supposed to have screened during the festival were delayed in transit and did not reach Moscow until the end of the festival. I was therefore unable to screen these pictures until two days before I left Moscow. I

am happy to state, however, that LEGONG and THE PHANTOM PRESIDENT got a tremendous reception by the Trade, and had LEGONG been shown during the festival it would surely have received one of the first three prizes.

It might be of interest to Paramounters to know something about the motion picture theatres in Russia. I visited quite a number and found them crowded from 12 o'clock noon until 12 o'clock at night. The theatres contained no luxury or comforts such as an American audience is accustomed to but a great deal of showmanship was in evidence. For instance, in the motion picture theatres that I visited, a reading room was connected with the theatre where newspapers and magazines could be read while waiting for the show to start. Another room was the concert hall where a large orchestra played popular and classical music for the amusement and entertainment of the audience. A small lunch counter, where sandwiches, beer and water could be had at a few Kopeks, was also connected with the theatre.

In every grocery and tobacco store I visited, and I visited quite a number out of pure curiosity, I found matches piled up in great pyramids, inside the store as well as in the windows, bearing the label attached hereto. According to what I heard these Paramount matches are just as popular in Russia as Paramount pictures are in the rest of the World and there is no question in my mind, from what I could find out, that these matches have received their great name because of the wide-spread popularity given "Paramount" through our product.

Thus my first trip to Russia was unquestionably one of the most interesting experiences I have had. I made many friends among the people in the Trade. They were all a very splendid type of men and women whose chief interest in life seemed to be good pictures.

The entire Trade asked me to convey greetings and cordial regards to the Paramount comrades throughout the World.



CATANIA, ITALY

Here is the colorful entrance foyer to Paramount's shipping station at Catania, Italy. Signor Mario Francischi is office manager here, and in the display at the back of the counter he has two large Paramount trade marks which unfortunately were of colors which did not reproduce well. He is reserving the large semi-circular space for a large trade mark.

NOUVELLES INTERESSANTES A PARAMOUNT

A ceux de nos lecteurs qui assistent à la première Convention Internationale Paramount à Paris tenue sous l'égide du vice-président John W. Hicks, Jr., nous envoyons nos cordiales salutations. Nous savons que vous allez entendre la plus grande série des déclarations Paramount dans notre histoire. A ceux de nos lecteurs qui ne sont pas présents à cette Convention, nous promettons de leur donner un rapport fidèle, détaillé et illustré dans notre numéro du mois prochain. Ce numéro sera aussi dédié à la Convention Américaine de Paramount qui aura lieu vers la fin du mois.

C'est maintenant une nouvelle définitive pour les autres douze divisions, que MM. York et Graham sont, ce mois-ci, en tête de liste. Au moment où nous allons sous presse, il reste exactement deux mois complets au cours desquels vous autres membres des douze autres divisions pouvez attendre l'objectif que vous vous êtes donné pour emporter cette part convoitée des 5.000 dollars. C'est le plus grand concours de notre histoire et nous nous attendons à une fin en coup de vent.

On nous télégraphie de Hollywood que PARIS IN SPRING (Paris au Printemps) est la meilleure production musicale que Paramount ait tournée en ces dernières années. Vous ne pourriez recevoir de meilleure nouvelle que celle-là.

Pareillement, nous recevons des rapports enthousiastes sur THE CRUSADES, dont la prise de vue est maintenant terminée. M. DeMille édite en ce moment ce film aussi rapidement que possible et la nouvelle du lancement du film sera donnée bientôt.

Quand vous lirez ces lignes, Jan Kiepura sera en route pour Hollywood. Les plans préliminaires pour son premier film indiquent que ce sera bien définitivement un énorme succès mondial.

Chaque jour nous parvenons des échos sur l'exécution de THE BIG BROADCAST qui sera d'un intérêt universel. Notre studio se rend parfaitement compte de nos besoins en fait de films musicaux et, certainement, on n'épargne aucune peine pour enrichir ce film de musique.

MM. Lubitsch et Herzbrun nous ont informé de plusieurs façons de l'énorme importance de recevoir sans retard des rapports précis et fidèles sur les réactions que nos productions provoquent à l'étranger. Ce n'est que d'après ces rapports qu'ils peuvent composer les nouveaux films que nous avons à lancer. En conséquence, nous sommes occupés à préparer un nouveau rapport sur les projections, rapport qui de toutes manières sera aussi important que les rapports financiers et personnels. Quand cette forme sera complète, nous nous attendons à connaître les appréciations de tous ceux qui appartiennent à votre bureau. M. Hicks se propose de faire une déclaration précise à ce sujet dans un avenir rapproché.

Les résultats de notre appel pour une meilleure mise en évidence de notre "marque de fabrique" sont certainement encourageants. Nous ne devons jamais oublier les millions de dollars et les efforts sans nombre dépensés à faire de cette marque l'insigne cinématographique le mieux connu dans le monde.



CARL YORK found these safety matches in Moscow and brought them back with him. Note how the manufacturers in the U.S.S.R. employ the 'mountain' motif wherever Paramount is connected.

INTERESSANTI NOTIZIE DELLA PARAMOUNT

Estendiamo i nostri più cordiali saluti a coloro tra i nostri lettori, che presenziano alla prima Convenzione Internazionale della Paramount in Parigi sotto la guida del Vice-Presidente John W. Hicks, Jr. Sappiamo che essi ascolteranno la più grande serie di annunci nella storia della Paramount. A quelli poi fra i nostri lettori, che non assistono alla convenzione, promettiamo un fedele e dettagliato resoconto illustrato nel numero del mese prossimo. Quel numero sarà dedicato anche alla Convenzione Americana della Paramount, che si svolgerà più tardi durante questo mese.

Annunziamo frattanto alle altre 12 Divisioni che i Signori York e Graham si sono messi alla testa della gara in questo mese. Mentre stampiamo questo numero, ricordiamo a voi, che fate parte delle altre dodici Divisioni, che avete solo due interi mesi per fare i progressi progettati per l'ambita divisione dei 5000 dollari. E' la più grande gara della nostra storia e ci attendiamo un finale combattuto in modo sensazionale.

Un rapporto telegrafico da Hollywood ci informa che "Parigi in Primavera" (Paris in Spring) e' la migliore cinematografia musicale che la Paramount abbia prodotto in parecchi anni. Non potreste ricevere ora migliori notizie di questa.

Abbiamo pure le più entusiastiche informazioni su "Le Crociate" (The Crusades), che e' stata girata al completo. Mr. DeMille sta stampando la cinematografia con la maggiore rapidità possibile e i piani per la sua presentazione saranno presto annunciati.

Quando leggerete queste notizie, Jan Kiepura dovrebbe essere in viaggio verso Hollywood. I progetti per la sua prima cinematografia indicano che questa avrà certamente un sensazionale successo mondiale.

Ogni giorno apprendiamo nuovi piani per la cinematografia "La Grande Radiotrasmissione" (The Big Broadcast). Essi lasciano prevedere che si tratterà di una film di sicuro interesse mondiale. Il nostro Studio e' pienamente rispondente alle nostre esigenze per le cinematografie musicali e si sta facendo certamente tutto il possibile per introdurre molti numeri musicali in questa produzione.

I Signori Lubitsch e Herzbrun ci hanno replicatamente informati della enorme importanza di pronti, accurati e sinceri rapporti sulla impressione prodotta all'estero dalla nostra produzione. Solo in questo modo essi possono regolarsi per le nuove cinematografie in programma. Stiamo perciò preparando un nuovo rapporto per le cinematografie, che sarà tanto importante quanto quelli riguardanti la finanza e il personale. Appena questi moduli saranno pronti, ci attendiamo di conoscere le impressioni di tutti coloro che fanno parte del vostro ufficio. Mr. Hicks avrà presto un definito annuncio da fare a questo proposito.

La risposta alla nostra domanda per un migliore riconoscimento della Ditta Paramount e' davvero incoraggiante. Non dobbiamo mai dimenticare i milioni di dollari e le infinite energie che sono stati consumati per fare di questo nome la più grande insegna per le cinematografie in tutto il mondo.

Paramount Exchange in SOERABAIA JAVA



The staff of the Soerabaja (Java) Exchange is shown at the top, with Manager Len Penleve in the far office. In the foreground are Kwee Kim Swie, cashier; and Meironw van Roon, typist.

JAN KIEPURA GAINS CROSS OF CHEVALIER OF THE LEGION OF HONOR

Shortly before he was due to sail from Paris for Hollywood under exclusive contract to Paramount, Jan Kiepura had bestowed on him the Cross of Chevalier of the Legion of Honor. France accorded this distinction to the international film favorite because of his great patronage of the most eminent gems of French music.

Kiepura's first picture for Paramount will probably be "I Sing A Love Song."



Američki film dominira na tržištu

Novo svesloje Paramountova studija



NEW PUBLICATION

Manager M. F. Jordan has sent us the initial issue of "Paramountov Glasnik," a monthly publication containing advance information on Paramount product and sent to all exhibitors in Jugoslavia. We have reproduced the cover of the first issue and it is

NOTICIAS DE INTERÉS DEL MES PARAMOUNT

—Enviamos cordial saludo a aquellos de nuestros lectores que asistieron al Congreso Internacional Paramountista reunido en París con los auspicios del señor vicepresidente John W. Hicks, Jr. Sabemos que las declaraciones que oírán allí han sido de las más importantes en la historia de la Paramount. Con destino a los lectores que no asistieron al Congreso, publicaremos en nuestro próximo número informaciones completas e ilustradas de dicho acontecimiento, así como también las relativas al Congreso Norteamericano Paramountista que se reunirá a fin de este mes.

—Noticia definitiva para las otras doce divisiones es la de que los señores York y Graham han conquistado este mes la delantera. Al entrar en prensa el presente número, quedan aún dos meses para que los legionarios de las otras doce divisiones pongan en ejecución los planes que tienen para lograr su ambiciosa parte de los \$5,000.

—Nos telegrafian de Hollywood que "Primavera en París" ("Paris Spring") es la mejor de cuantas producciones musicales ha filmado Paramount en varios años. No calificar mejor noticia, ni a mejor tiempo.

—Son igualmente en extremo entusiastas los informes relativos a "Las Cruzadas." Terminado ya el trabajo de fotografía, el señor de Mille ocupa ahora activamente en los corte y montaje de esta película, cuya fecha de presentación se anunciará a breve.

—Cuando circule este número, Jan Kiepura estará ya viajando hacia Hollywood. De los planes que hay para su primera película se desprende claramente que habrá de ser resonante éxito mundial.

—Día a día llegan a nuestra noticia nuevos datos demostrativos de que "Cazadores de estrellas" ("The Big Broadcast") es película llamada a despertar general interés. Nuestros estudios cinematográficos se hallan muy al tanto de lo que necesitamos en materia de películas musicales, y no hemos omitido esfuerzo para que haya esta abundancia de música.

—Los señores Lubitsch y Herzbrun nos han manifestado, en más de una ocasión y manera, cuán importante es que se reciban prontas, seguras y verdaderas relaciones de la impresión que causa cada una de nuestras películas en el extranjero; pues tales relaciones habrá que tenerlas presentes al dar forma a la venidera producción. Atendiendo a esto, nos ocupamos de la actualidad en preparar un nuevo modelo para la redacción de dichas relaciones o informes, a los cuales deberá concederse importancia igual a la que se les da a los referentes a las cuentas y el personal. Confiamos en que, una vez que se haya distribuido tales modelos, ninguna oficina dejará de llenar oportunamente y remitir con destino a ésta los correspondientes a ella. El señor Hicks hablará próximamente de manera más concreta acerca de este particular.

—La atención prestada a nuestra indicación de que se atendiese con mayor empeño a la difusión de la marca de la Paramount ha sido realmente alentadora. Importa que tengamos siempre muy presentes los millones de dólares y los ilimitados esfuerzos empleados en lograr que esta marca cinematográfica sea la más conocida del mundo.

U.S. PRESS HAILSGARDEL'S "EL DIA QUE ME QUIERAS"

Third of the Carlos Gardel films to be made in the Astoria (N. Y.) Studio for Paramount world distribution, "El Dia Que Me Quieras," has been given warm approbation by the New York trade press. The Film Daily of April 3rd said:

Carlos Gardel turns in a superb performance, vocally and histrionically in this feature, and is ably abetted by a highly capable and well-chosen cast who play the romantic story up to the hilt. Tale is of Carlos' marriage to a dancer despite his banker father's disapproval, her death in poverty, Carlos' rise to fame and fortune with their daughter and a happy romantic ending. Tale carries plenty of drama and not a few laughs. Gardel's singing is an outstanding feature.

The Motion Picture Daily of a few days later said:

Carlos Gardel and Rosita Moreno sing and dance through this feature in a most pleasant manner. It is Gardel's picture, however, particularly because of his singing. The one number he does with Miss Moreno where their voices blend splendidly should be long remembered.

Despite the fact the film is in Spanish, so clear is the story and so well is it handled by director John Reinhardt that it is easily followed even if one has no knowledge of the language. The photography by William Miller is good.

"PARAMOUNT SALES PUNCH" STILL SPARKLES

A regular and welcome visitor to our desks is "Paramount Sales Punch," of Sydney, Australia. It appears every two weeks, reflecting the sales policies of Managing Director John E. Kennebeck; and in its own inimitable way manages to convey to the Blue Ribbon Paramounteers substantiation of their own belief that they are going to win the Contest.

Our pleasure to state that the magazine is extremely well edited and measures up splendidly to the standard of Paramount publications.

Both issues to reach us contain splendid layout announcements concerning current and coming Paramount pictures, and we are happy to note that the Trade Mark has been given due recognition. The issues reflect the highest credit on Mr. Czaban's inspiration, and Editor Zygmunt Lajnski's editorship.

INTERESSANTES NOTÍCIAS DE PARAMOUNT

Aquelles que terão a fortuna de tomar parte nos trabalhos do Congresso Internacional da Paramount, que sob a orientação do Vice-presidente John W. Hicks, se reunirá em Paris, os nossos mais efusivos saúdes. Mas, como muitos membros da nossa legião estrangeira não poderão comparecer a esse Congresso, para elles faremos no nosso proximo numero uma completa reportagem, auxiliada pelas photographias tomadas no recinto dos trabalhos. Essa edição será tambem dedicada ao Congresso Paramount Norte-americano, o qual se reunirá no mez entrante.

—Acontecimento surprehendente para as outras doze divisões que tomam parte no nosso concurso, ha de ser o facto de haverem Mr. York e Mr. Graham tomado a dianteira neste mez. Como é sabido, nesta data faltam apenas dois mezes para o prazo e as outras divisões ainda podem, por seus esforços, fazer jus ao premio de \$5,000. Este é um dos mais promettidos concursos que temos organizado, e, naturalmente, esperamos grandes surpresas daqui para o seu encerramento.

—Um despacho telegraphico, vindo do studio, informa-nos que "A Primavera em Paris" é um filme musical dos melhores que a Paramount tem produzido. Aguardem, pois, a obra que tão promettidamente se annuncia.

—Igualmente alvaceiras são as noticias referentes á grande producção "As Cruzadas," que já se acha inteiramente concluida. Mr. De Mille está agora occupado na melindrosa operação de montagem do filme, cuja estreia, espera-se, não tardará muito.

—Quando a presente edição chegar ás mãos dos amigos no estrangeiro, já Mr. Jan Kiepura estará a caminho de Hollywood. Segundo sabemos, trata-se da escolha de um argumento para ser por elle filmado, que prove de grande exito em todo o mundo.

—Cada dia se descobrem novos pormenores para a filmacão do "Big Broadcast," afim de fazer delle um trabalho de gosto internacional. O nosso studio, em collaboracão com o nosso departamento estrangeiro, está reunindo esplendidas musicas para que o filme saia uma producção que a todos agrade.

—Mr. Lubitsch e Mr. Hersbrun pediram-nos encarecidamente que lhes dessemos opiniões sinceras, colhidas no estrangeiro, sobre as nossas producções ultimamente exhibidas, para que possam com segurança pautar o gosto e o feitio dos novos filmes. Para satisfazer esse pedido, estamos preparando um formulario que, uma vez cheio, os seus dados terão para o caso tanta importancia como o que se refira ao encurado das agencias e seus auxiliares. Ao terminarmos esse formulario, esperamos que por elle nos deem os agentes todos os dados necessarios. Sobre este particular, dirigir-se-á Mr. Hicks aos senhores interessados.

—O pedido que fizemos aos nossos amigos, afim de que deem maior divulgacão ao emblema da Paramount, tem dado optimo resultado. É importante não nos esqueçamos

DEZE MAANDGROOT NIEUWS

Degenen onzer lezers, die de Eerste Internationale Conventie van Paramount, te Parijs, bijwonen, onder leiding van onzen Vice-President, John W. Hicks J. heeten wij hartelijk welkom. Wij weten, dat U aldaar een reek buitengewoon belangrijke berichten zult hooren, verreweg de belangrijkste in de geschiedenis van Paramount. Voor de lezers, die deze conventie niet kunnen bijwonen, zullen wij een gedetailleerd overzicht en een volledige beschrijving opnemen in de editie van de volgende maand. Die editie zal tevens gewijd worden aan de Paramount Conventie, in de Verenigde Staten, welke op het eind dezer maand zal worden gehouden.

Voor de andere twaalf divisies is het zeer zeker nieuws, dat de heeren York en Graham de leiding hebben veroverd in het concours. Bij het ter perse gaan van dit nummer, hebben de twaalf divisies nog twee volle maanden om een brok van de uitgelooftde \$5000 in de wacht te sleepen. Nimmer hebben wij een concours met zooveel spanning gevolgd en wij verwachten een opwindenden finish.

Uit een telegrafisch verslag uit Hollywood, betreffende PARIJS IN DE LENTE, maken wij op dat deze rolprent, de allerbeste muzikale film is, welke Paramount in de laatste jaren heeft vervaardigd. Heuglijker nieuws dan dit had U bezwaarlijk kunnen verlangen.

Bovendien bereikt ons verblijdend nieuws omtrent DE KRUISTOCHTEN, thans geheel gefilmd. Regisseur DeMille is bezig de film te monteren en de distributieplannen zullen binnenkort bekend gemaakt worden.

Wanneer U dit leest, is Jan Kiepura op weg naar Hollywood. Elken dag hooren wij van nieuwe scenes, welke opgenomen zullen worden in THE BIG BROADCAST. Aangezien men beoogt deze film tot een internationaal succes te maken, komen er talrijke muzikale nummers in voor.

De Heeren Lubitsch en Herzbrun verzoeken ons te wijzen op het groote belang van accurate en oprechte inlichtingen omtrent de reactie van het buitenlandse publiek op onze films. Dit is een der hoofd factoren welke in aanmerking komen bij het vervaardigen van films, die door ons worden gedistribueerd. Om zoo effectief mogelijk te voldoen aan dit verzoek, werken wij thans aan een gedetailleerd projectie rapport, hetwelk wij U zoo spoedig mogelijk zullen toezenden. De Heer Hicks is voornemens dit nieuwe rapport nader in dit orgaan te bespreken. Het is van even groot belang als Uw financieele en personeel rapporten.

Het doet ons buitengemeen genoegen te constateeren dat ons verzoek om het handelsmerk van Paramount beter tot zijn recht te laten komen, overal weerklink heeft gevonden.

de que muitos milhões de dólares e annos de trabalho honesto foram gastos para fazer desse emblema o mais famosa insignia na industria de filmes.

INTERESSANTE PARAMOUNT-NACHRICHTEN

Allen unseren Lesern, welche an Paramount's erstem internationalen Konvent in Paris teilnehmen, entbieten wir einen frohen Gruss. Den übrigen Lesern, denen es unmöglich ist diesen von Vizepräsident John W. Hicks Jr., geleiteten Konvent zu besuchen, versprechen wir einen ausführlichen Bericht mit Illustrationen in unserer nächsten Ausgabe. Diese Nummer wird gleichzeitig alle Einzelheiten von Paramount's diesjährigem amerikanischen Konvent bringen, der Ende des Monates hier in den Vereinigten Staaten abgehalten wird.

Es wird sicherlich bei allen Filialen grosse Verwunderung auslösen, dass die Herren York und Graham die Führung im Wettbewerb übernommen haben. Während sich diese Zeilen im Druck befinden, sind es nur noch zwei volle Monate, in denen die Mitglieder der übrigen 12 Abteilungen Zeit für den Endspurt und ihren Anteil an den ausgeschriebenen 5000 Dollar haben. Es ist dieses der grösste Wettbewerb in der Geschichte unserer Firma und ein schwer erkämpftes Endergebnis ist zu erwarten.

Aus Hollywood wird uns gedrahtet, dass "Paris im Frühling" der beste Tonfilm ist, den Paramount seit Jahren produziert hat. Diese Nachricht sollte besonders allen Auslandsabteilungen sehr willkommen sein.

Auch über "The Crusades" hören wir begeisterte Berichte. Die aktuelle Inszenierung ist beendet und Mr. de Mille befindet sich nunmehr bei der dramaturgischen Bearbeitung dieses Filmes, die sehr schnell vonstatten geht. Der Verleih wird in allernächster Zeit angekündigt werden.

Beim Lesen dieser Zeilen befindet sich Jan Kiepura auf dem Wege nach Hollywood. Alle Pläne für seinen ersten Film lassen auf einen grossen internationalen Erfolg schliessen.

Ferner werden auch täglich Pläne für die Inszenierung von "The Big Broadcast" bekanntgegeben, die auf einen Film deuten, der wieder besonders für das Ausland geeignet ist. Unser Atelier richtet sich ganz nach unseren Wünschen, soweit es sich um musikalische Produktionen handelt; und man gibt sich die erdenklichste Mühe, diesen Film mit einer Fülle von Musik auszustatten.

Die Herren Lubitsch und Herzbrun haben uns verschiedentlich darauf aufmerksam gemacht, dass sie grossen Wert auf einen umgehenden und genauen Bericht über die Aufnahme unserer Filme im Auslande legen, denn nur an Hand derartiger Berichte ist es ihnen möglich, Stoffe für neue Filme zu wählen. Wir arbeiten momentan einen neuen Vorführungsreport aus, der genau so wichtig ist wie die Finanz- und Personalberichte. Sobald diese neuen Formulare fertig sind erwarten wir regelmässige eingehende Berichte von allen Filialen. Mr. Hicks wird in absehbarer Zeit auf diese Frage näher eingehen.

Die Erwidierungen auf den von uns geäusserten Wunsch für bessere Ausnutzung der Paramount Schutzmarke, sind sehr erfreulich. Niemals sollte es vergessen werden, dass es Millionen von Dollar und grosse Opfer gekostet hat, diese Schutzmarke zu der Welt bestbekannten Film-Insignia zu machen.

PARAMOUNTS VIKTIGAS NYHETER

Till våra läsare, som komma vara närvarande vid Paramounts stora, stora internationella möte i Paris under ledning av vår vicepresident John W. Hicks Jr., bedja vi att framföra vår hjärtliga välkomsthing. Vi äro förvissade om, att alla komma att få höra de viktiga nyheter, som Paramount någorhaft nöjet att delgiva. Till dem våra läsare, som ej kunna vara närvarande vid detta möte, lova vi noggrann och detaljerad upplysning om allt, som händer med rikt bildmaterial i nästa nummer. Detta hä kommer också att innehålla allt, som händer, under Paramounts amerikanska möte, som kommer att hållas senare under denna månad.

Det är tvivelsutan nyheter till andra tolv divisionerna, att her York och Graham äro ledarna der månad. Just nu är det endast hela månader, under vilka medlemarna av de andra tolv divisioner kunna göra de framsteg, de hoppas göra, för att vinna en del av den stora \$5000 vinsten. Det är den stora pristävlan vi haft och vi vänta den livligaste slutspurt. som i tankas.

Ett telegram från Hollywood plyser oss om, att "Paris in Spring" är den bästa musikfilm, som Paramount har gjort någonsin.

Nyheter om "The Crusades" äro också ytterst lovande, och uttagningen är nu avslutad. Mr. de Mille håller just nu på med att klippa filmen så fort det göras låter—och filmen kommer snart att utsläppas marknaden.

När ni alla läsa dessa nyheter, Jan Kiepura på väg till Hollywood. Av allt vi hört, kommer hans för film att bli en stor success. Värld över.

För var dag få vi fler och fler nyheter om "The Big Broadcast" som alla visa, att den filmen kommer att bli intressant till alla olika länder. Vår ateljé förstår tydligen att vi höva överdådiga musikfilmer och spara verkligen inte på något att oss det bästa möjliga vad musik och allt beträffar i denna sistnämnda film.

Herrar Lubitsch och Herzbrun delgivit oss sin mening på flertal sätt, hur oerhördt viktigt det är få meddelande fortast möjligt, om våra olika filmer äro mottagna i landet. Endast på detta sätt genom dessa meddelanden kunna de för de filmer, som komma att göras härnäst. Vi hålla just nu på att utbetta ett nytt delgivande om våra kommande filmer, som kommer att lika viktigt som vilken affärsrapport som helst. När denna form är färdig, komma vi att otåligt invär mottagandet av desse nyheter och alla olika reaktioner till dem från alla våra kontor. Mr. Hicks har stor nyhet att förkunna angående denna sak mycket snart.

Svaret till vår bön för mera annonsering för Paramounts trademärke är oerhördt uppmuntrande. Vi aldrig glömma de millioner dollar och det oerhörda arbete och enersom ligger bakom detta märke, som gjort det till det mest kända filmtrademärket i världen.



PARIS
1935



This Issue

the Full Stories of the Paris and London Conventions



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.
 Edited by Albert Deane.

Vol. 2 June, 1935 No. 6

JUNE 13th to 16th

THESE ARE DATES OF THE DOMESTIC CONVENTION

While last month's issue was actually being printed, the dates of the American Paramount Convention were set back from May until June. To have halted the issue long enough to make this change would have meant that the issue could not reach the Paris Convention in time. So we went ahead and are making the correction now.

In one way it is fortunate. Had the American Convention kept to schedule, this issue would have been swamped with news of the Paris, London and New York Conventions. None of the three would have really been 'done right by.' Now, however, we are able to give you the first two, and promise another crowded issue next month telling of the N. Y. happenings.



OSLO OFFICE HONORED

Because it was felt that "The President Vanishes" carries a tremendous moral lesson to the working man, the Labor Government of Norway was more than ordinarily interested in the film. So much so that a special screening was held in Paramount's Oslo exchange for the Prime Minister, Mr. Nygårdsvold, who is shown at the right of the front row in the above picture. Next to him is Mrs. Nygårdsvold, Mrs. Secretary of State Bergsvik, member of the Storting (senator) Olsen-Hagen. In the second row from the right: Senator Haavarstad and senator Skarholt. In the last row are Paramount Manager Erling Eriksen (left) and chief clerk, Gustav Berg-Jaeger.

PARAMOUNT PICTURES, Inc.

There you have the name of the new parent company. It relegates to that hazy background which we shall call history for want of a better name, the title of "Paramount Publix Corporation" which once used to signify headquarters for the product known as "The Best Show In Town."



ADOLPH ZUKOR



GEORGE J. SCHAEFER

OUR LEADERS PRAISE THE CONVENTION

It is with the utmost gratification that I have heard from Mr. Hicks how truly successful your great Paris Convention was. Hearing his report, I know that the real spirit of our world wide organization is more alive than ever before; while the pledges of loyalty and co-operation which you sent me through your International Legion's leader make me happier than anything else has done in a very long while.

ADOLPH ZUKOR

It seems to me from reports brought back by two completely reliable witnesses, that the first Paramount International Convention held abroad was one of the most colorful Paramount successes in all history. This is indeed thrilling news; all the more important and exciting because it was your own courage and perseverance through many trying months which made the success of this Convention possible.

GEORGE J. SCHAEFER

"THE LAST OUTPOST"

Better look out, fellows! There another grand action picture sneaking up on you, and our tip is that it's going to be a winner.

Somehow or other the finger prophecy points to the film—at present called "The Last Outpost"—lying in the class of "Bengal Lance." Excepting for this major difference "Lancer" had four years of ballyhoo ahead of it.

We've read the script of the new picture and are thrilled beyond words by it. Its locales are Mesopotamia, Egypt and the Sudan, and its cast an almost completely British one, with Cary Grant, Claude Rains, Colin Taylor as the men and Gertrude Michael as the lone woman. Uniformed marching men, brushes with the natives, tank corps and aeroplanes predominate in the action.

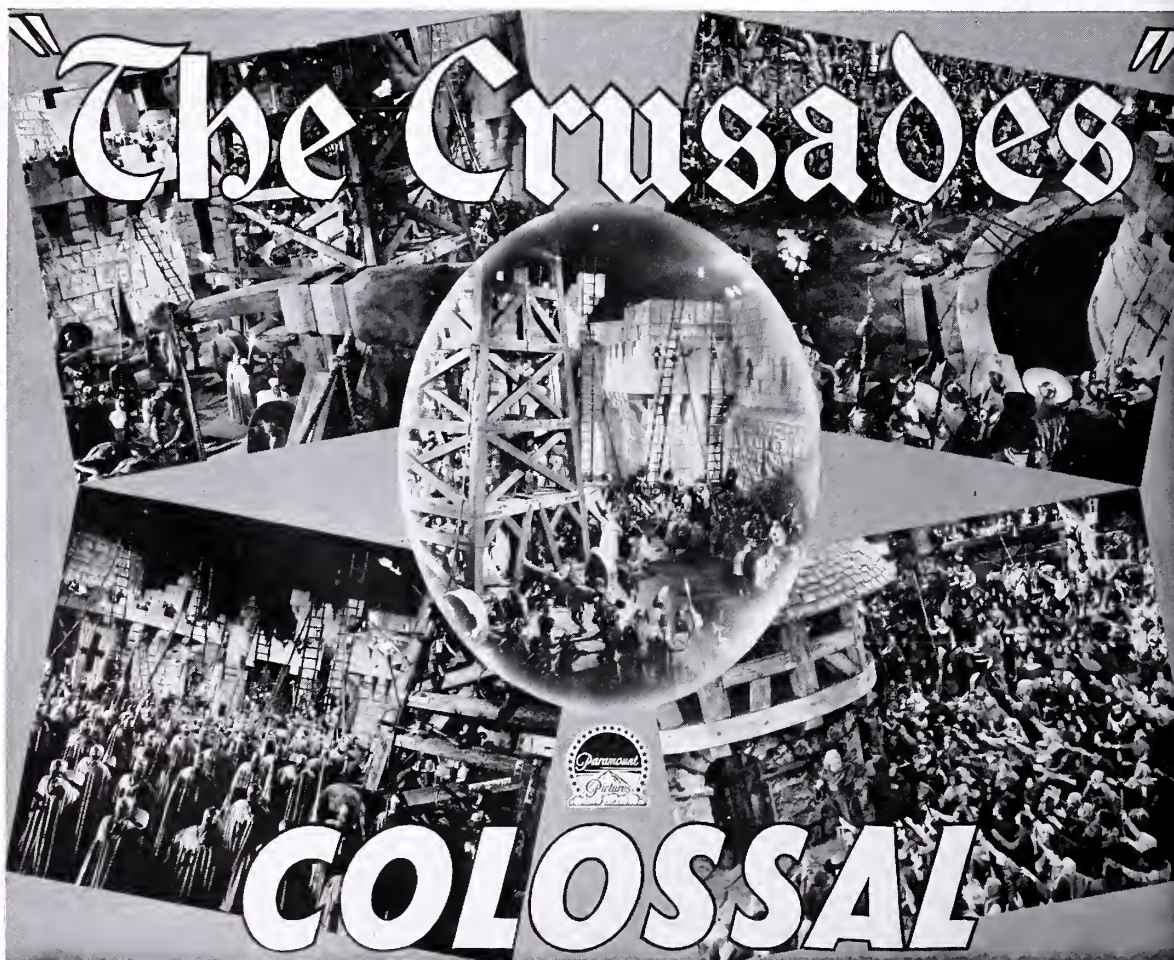
We're thrilled enough to urge you to start your campaign at once.

DE MILLE'S NEXT

Paramount definitely announces that the Biblical story of "Samson and Delilah" will be Cecil B. De Mille's next production. It will have all of the music of the famous Opera of the same name.

NEXT MONTH

A wealth of meritorious material has been crowded out of this issue, even though we enlarged to 16 pages. July issue is already in process of assembling, and if your story or material is not in June, then July'll have it.



Paramount's First International Convention to be held outside of America was a success beyond the limits of calculation by words and phrases. It produced a sense of uplift and inspiration in those attending it which can be measured by no other yardstick than that which says that when a mighty world company is motivated by loyalty and the sense of security in the knowledge that merit and accomplishment will be rewarded—then that Company has an asset which is superlatively limitless.

Magnificent Paris Convention

May 11, 12, 13, 14 Were Days That Saw Paramount History Made

Paramount's International Convention of Paris, May 1935, will be historically remembered whenever there is a Paramount organization. Something more than the writing of history was accomplished there: an implacable foundation for a greater International Legion was created by it, and the memory of friendships cemented there by Paramounteers from all parts of Europe will endure whenever memories endure.

Into this great concourse of one hundred and twenty-five paramounteers poured the personality highlights of Paramount's three European divisions of activity — Distribution, Production and Exhibition. The first chapter represented by Division Managers, Managers and Salesmen; Production by the executives of the Paramount Joinville Studio in which the convention was held; and Exhibition by the managerial executive of Paramount's theatres in France and other countries of Europe.

Home Office had representation by Mr. Hicks and Mr. Weltner, which fact alone keyed the delegates to a terrific pitch of excitement.

Early on the morning of May 11 the delegates who had poured into Paris from all points of the compass gathered in the main theatre of the Joinville Studio where Stephen Fitzgibbon, executive manager of the studio, greeted them. For several weeks a corps of carpenters and decorators had worked under the direction of Mr. Fitzgibbon preparing the studio for this event. The theatre had been redecorated and given the true Paramount touch with portraits of the Company's executives. The entire exterior of one of the stages had been bedecked with posters from all parts of the world so as to give the gathering a true international touch.

Promptly on schedule the meeting began under the spirited direction of General Foreign Representative Fred W. Lange. He opened proceedings by paying a notable tribute to Mr. Zukor, following which the film speech of Mr. Zukor, recorded in New York, was screened. Mr. Lange then paid another fine tribute, this time to Mr. Schaefer, whose New York film speech followed with neat precision. Then two more fine trib-

STANDINGS AS ANNOUNCED AT THE PARIS CONVENTION

Due to a special dispensation, New York was enabled to secure the standings as at the end of April for announcing to the assembled Conventioneers in Paris on May 12. The news was cabled, and its highlights are:—

STILL FIRST YORK
2nd . . Was Fifth COCHRANE
3rd . . Was Second GRAHAM
4th . . Status Quo KLARSFELD
5th . . Was Third MESSERI
6th . . Same As Was KENNEBECK
7th . . Was Eighth SCHAEFER
8th . . Was Seventh BALLANCE
9th . . As You Were PRATCHETT
10th . . Status Duo ABOAF
11th . . Another Ditto SUSSMAN
12th . . Still Another DAY
13th . . Was Fourteenth NATHAN
14th . . Was Thirteenth DEL VILLAR

CONFIDENTIAL. Secure in the belief that it won't be seen by anybody else but those it concerns, we are slipping a piece of information "under the wire" to the effect that Five (5) countries were over quota as of the time these standings were tabulated. If the countries concerned will promise not to breathe the information to a soul, we'll identify them as

JAPAN, GERMANY, SWEDEN, CUBA,
JUGO-SLAVIA—in that order.

utes prefaced the screening of speeches by Messrs. Henry Herzbrunn and Ernst Lubitsch.

Following these introductions, Mr. Lange began his own address, a remarkably stirring document in which the General Foreign Representative told in unmistakable terms of sincerity how much he valued the magnificent spirit of cooperation which has been extended to him ever since he set foot in Europe. He felt positive that such a fine spirit of sportsmanship and true geniality could only be found in such an organization as Paramount is.

His introduction of Mr. Hicks was fittingly in keeping with the importance of this occasion. The speech of the Foreign Legion's Leader, which lasted for somewhat more than an hour, but which was exaltingly timeless for those privileged to listen to it, is reported on elsewhere in this Convention story.

Then followed Mr. Lange's introduction of Mr. Weltner, whose speech also is reported on elsewhere. Next to be called upon were the individual Division Managers, each of whom made delightfully informative addresses, each one climaxed by a reaction, in the speaker's native language, to Mr. Hicks' speech.

This completed the entire morning's session of the first day, which had been devoted exclusively to Distribution. Lunch followed in a beautiful Italian villa setting on the stage immediately at the back of the poster display.

Following this adjournment came the session devoted to Actualities Paramount (Paramount News), begun with the screening of a special newsreel most of the contents of which had been taken that morning immediately prior to the assembly. This reel was a smart piece of editing and reflected the highest credit on Editor A. J. Richard, who followed its screening with a splendid address to the gathering, delivered in French.

He was followed to the platform by Ike Blumenthal, in charge of Paramount's production activities in Paris. He received a tremendous ovation from the gathering and delivered a remarkably inspiring talk on Paramount's plans, and what it has meant to him to have devoted so many glorious years to Paramount's service.

Frank Farley, in his capacity of European Representative of the

(Continued on Next Page)

Paris Convention a Magnificent Paramount Success

(Continued from Page 3)

American Production Department, then gave some of the highlights of his recent visit to New York and Hollywood. He explained to the conclave the exact nature of the production department's new administration and also gave additional details of the pictures which had been outlined by Mr. Hicks. He heartened his auditors immensely by telling them of the great sincerity of the studio to co-operate one hundred percent in producing a product which is international in appeal rather than national. Especially did he sound the keynote of what Ernst Lubitsch means to us, and of how every Paramount picture produced in Hollywood is actually a Lubitsch Production. (Messeri later wisecracked this into a statement that "We will have 60 Paramount pictures, each one produced under the magnifying glass of Lubitsch.")

The day's session thereupon concluded with the screening of the product trailer, consisting of reels from "The Crusades," "The Big Broadcast," "Paris In Spring" and "Goin' To Town."

But the programme was far from over. Speeding forth from the studio, a delegation of about forty of the Conventioners swept down on St. Lazaire Station and scooped Britain's John Cecil Graham off his feet as he landed from the Golden Arrow. It was one of those bursts of irrepressible enthusiasm such as Paramount conventions are noted for.

That night followed the banquet at the Pre-Catalan, in the Bois de Boulogne. One glimpse of this glittering event is pictured on another page, and the gaiety at that one table was evident at every one table in the spacious banquet room. Many stars of the French screen were present, as well as directors, producers and critics. Only two speeches were made, one by Henri Klarsfeld and one by the Dean of the French Critics. The glittering climax to the banquet was a magnificent stage show, produced by Jacques Charles, and featuring headline acts gathered from all parts of Europe, with every act giving its services gratuitously as a tribute to Paramount.

Sunday, the second day of the Convention, was devoted to the screening of product during the day, and to attendance at the Folies Bergeres during the evening. Every delegate was in attendance at both events.

Monday was the day of the French Convention, presided over by Henri Klarsfeld. Mr. Lange opened the meeting with a brief address and then turned the chair over to Mr. Klarsfeld. Messrs. Hicks and Weltner were in attendance at this gathering, and at its conclusion Mr. Hicks again spoke, this time briefly. The afternoon of this day was devoted to further screening of the new product.

Tuesday morning was devoted to individual meetings between Mr. Hicks and the Division managers. In the afternoon all delegates were the guests of Paramount's Paris Exchange, acclaimed by all as the most modern film



FROM BRAZIL: The following is the message that whammed its way over the cables—and over the signature of John L. Day, Jr., General Manager for South America, directly to the heart of the Convention:—

SOUTH AMERICAN DIVISIONS JOIN CONGRATULATIONS EVERY WISH FOR SUCCESSFUL CONVENTION STOP WE HESITATE ISSUE CHALLENGE THIS TIME IN ORDER NOT DISCOURAGE YOUR BOYS BUT INTEND LEAD FOREIGN DIVISION FIRST SECOND AND THIRD PLACES STOP HERES TO PARAMOUNT BIGGEST YEAR—DAY.

ANOTHER ONE FROM DAY

SEASON OFFICIALLY OPENED FIFTEENTH WITH CLEOPATRA EARNINGS BEYOND POSSIBLE EXPECTATION STOP WEEKS BUSINESS BIGGEST IN HISTORY OF COMPANY STOP ADVISE EUROPEAN LADS WATCH STEP ABC COMBINATION COMING INTO THEIR AND HOW

FROM CHILE: And Benito del Villar, Managing Director in Chile, Peru and Bolivia, had a smashing message which we give you first in Spanish, and then in an English translation:—

MENSAGE DE LOS PARAMOUNTENSES EN LA COSTA DEL PACIFICO DE SUD AMERICA A SUS COLEGAS EN EUROPA CON MOTIVO DE SU CONVENCION ANUAL QUE SE CELEBRARA EN MAYO DE 1935 en PARIS

Los Paramountenses de la Costa del Pacifico se asocian al jubilo con que los Europeos celebran su Convención de Mayo de 1935 y junto con hacer votos por la ventura personal de cada uno de ellos en especial de sus dignos jefes y el engrandecimiento aún más de la PARAMOUNT en el mundo entero, los invita a luchar por el Segundo Puesto en la competencia mundial del periodo 1935-1936 debido a que el Primer Lugar está asegurado para la division de Chili, Peru y Bolivia "contra todo riesgo y peso a quien pese."

(signed) BENITO DEL VILLAR

(TRANSLATION)

The Paramounters in the Pacific Coast most heartily adhere to the spirit with which the Europeans celebrate their Convention of May of 1935 and at the same time advocate for the personal welfare of everyone of them and that of their worthy leaders in particular, and for the still wider development of PARAMOUNT ACTIVITIES throughout the world, challenge them to fight for Second Place in the yearly contest for 1935-1936 owing to the fact that the Winning Position is assured for my Division of Chile, Peru and Bolivia, "against all risks and come what may."

FROM PANAMA: This is the message that General Manager Jerome P. Sussman flung across the Atlantic to Paris in order to express the sentiments of the Caribbean Division.

Please extend to Fred Lange and his men the Caribbean Division's Good Wishes for a successful Convention. We wish them luck during the coming year. From Pierpoint, Donohue, Reyes, Jacobs. (sgd.) Sussman.

A Letter from John Day

While I know that Fred is a formidable rival and that he has a bunch of fast workers with him, I am afraid that Carl, Moe, Monty and the rest of the gang, including the "B-R (Blue Ribbon) EMUS" will have to be satisfied.

I have got in John Nathan, Tibor Rombauer and Benito del Villar some pretty fast workers myself and they are backed up by just about as fine a gang of go-getters as there are in the field.

CLEOPATRA is an absolute knockout, breaking all box-office records. I write with reverence in mentioning the BENGAL LANCER, what a picture and what grosses. While on the subject of pictures, RUMBA is another baby just full of that class of entertainment that our people love.

Paramount sure is living up to promises this year, we are leading them all. Don't it make you feel great? *(sgd.) JOHN L. DAY*

FROM BUENOS AIRES: Managing Director John B. Nathan wouldn't let an opportunity like the Paris Convention get by without some indication of his Division's sentiments. Here's what he cabled Mr. Hicks on their behalf:

"BUENOS-AIRES. — MEILLEURS VOEUX DES GAUCHOS D'ARGENTINE A TOUS LES CONGRESSISTES DE PARIS."

NATHAN

exchange in the entire world.

And so the first overseas International Convention came to glorious conclusion. In more way than one it was an unforgettable occasion, the principal reason being that it ushered in a new era of Paramount prestige not only for those who attended it, nor yet again for the Paramounteers therein represented, but for Paramounteers and the Paramount organization everywhere.

Our report is not yet concluded however. Matters which have been merely reported on in the foregoing have to be told of in greater detail.

Highlights of Mr. Hicks' Speech

The address of Paramount International Legion's Leader will forever live in the memory of every one of his listeners as a dramatic event of the highest importance. He spoke for more than 75 minutes, entirely without notes, and although he devoted an important part of the talk to the vital subject of the new forthcoming product, his speech was pre-eminently for and about the men seated before him, as well as those staunch Paramounteers represented by these men.

Tinged with an emotion of unquestioned sincerity, Mr. Hicks addressed these men in the light of what they had done throughout the entire period of their service with Paramount, but most particularly for what they have done for Paramount during the past two momentous years. He showed that he knew, with unmistakable certainty, of the devotion they have shown to the organization, of the uphill battle they have fought, and of why the only light which guided them through the smoke and mists of uncertainty was the knowledge that they were Paramounteers. Such a glorious accomplishment, he said, was only possible to an organization such as Paramount is, and no men anywhere in the world could be more proud of themselves than those men before him who, strangely enough, viewed what they had done not as some heroic feat, but as a simple, straightforward duty to their company.

Emotion gripped the International Legion's Leader as he spoke of being almost humble in the presence of such fearless fighters, who had actually shown by performance that they are the true foundation of the Company. He told them that he would go to any limits within his power to help them gain the new rewards which their tireless work entitled them to. He was at his desk to serve them at any time, for this is what their achievements had bestowed upon them.

Profound testimony to the power of Mr. Hicks' speech is the fact

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Paramount's Hollywood Studio Thunderously Busy

PRODUCTION ITEMS

Mary Brian is back in a Paramount picture, playing the romantic lead in the W. C. Fields picture, "Everything Happens At Once."

Mary Ellis, now in London, has had her Paramount option renewed. This calls for a minimum of two more musical films.

In the Walter Wanger production of "Shanghai," in addition to Charles Boyer and Loretta Young, are Walter Kingsford, Hedda Hopper and Willie Wong.

Henry Henigson, for the past several years one of the most successful producers at Universal, has joined Paramount as an associate producer.

Additional yearly contracts as associate producers have been given Arthur Hornblow, Jr. and William LeBaron. Hornblow, who produced "Ruggles of Red Gap," will make six pictures, and LeBaron will make even.

John Halliday has the important role of The Duke of Towers in the Gary Cooper-Ann Harding picture, "Peter Ibbetson." Henry Hathaway is directing.

She started in the leading woman role in "The Glass Key" as Rosalind Russell, but the alchemy of Hollywood has changed her name to the more rosiac Rosalind Keith.

Kitty Carlisle is back in Hollywood to work on "Rose of the Rancho," which has a cast headed by Gladys Swarthout, John Boles, Willie Howard and many others. It is an opera film.

Wendy Barrie and Henry Wadsworth have the romantic leads in "The Big Broadcast." The film itself features Bing Crosby, Carlos Gardel, Richard Tauber, The Vienna Choir Boys and a host of other international personalities.

Phillip Reed is creating on the screen, in "Accent on Youth," the same role which distinguished his most recent appearance on the stage. The picture stars Sylvia Sidney and Herbert Marshall.

Julie Haydon, formerly under contract to Hecht-MacArthur, and featured opposite Noel Coward in "The Scoundrel," has been given a long term contract by Paramount.

Warner Oland plays the role of the Chinese Ambassador to the Russian Court in Walter Wanger's production for Paramount, "Shanghai."

Randolph Scott joins the cast of "So Red the Rose," thus linking with Margaret Sullavan and Pauline Lord in this epic Paramount film.

Claude Rains, Cary Grant and Raymond Milland head the cast of "The Last Outpost" to date.

Walter Wanger has placed his fourth Paramount release into work. This is "Smart Girl" and will feature Ida Lupino, Gail Patrick and Charlie Ruggles.

Jan Kiepura, European singing star who has been signed by Paramount, is due to arrive in New York on August 21st. He will proceed direct to Hollywood. His first for Paramount will be "I Sing of Love."

Paramount has an entire company on location at Annapolis, Maryland, for the purpose of filming exteriors for "Annapolis Fare-

TWO SET FOR MARLENE DIETRICH. STAR APPROVES BOTH STORIES AND DIRECTORS

One of the month's Paramount items of Paramount news is the setting of Frank Borzage and Lewis Milestone for the direction of the next two Marlene Dietrich pictures. The first of the productions, tentatively titled "The Pearl Necklace," is scheduled to get under way within the next few weeks. It has a 1935, up to the minute locale and is expected to show the glamorous star in a more glittering, human and actionful light than she has ever been seen before. Borzage, you will recall, directed "Farewell To Arms."

The second picture, which Milestone will direct, is expected to be in production before the end of the year.

Gary Cooper is scheduled for the male lead in "The Pearl Necklace" and may also be in the second picture.

well," which features Sir Guy Standing, Richard Cromwell, Tom Brown and many others.

Bing Crosby will be a Paramount star for two and probably three more years, according to a new contract. His first picture on this new deal will be "Two For Tonight," with Joan Bennett and Mary Boland.

A story tentatively titled "The Bouncer" is to be Carl Brisson's next picture. It capitalizes on the renowned athletic prowess of the star from Denmark, and additionally will give him all necessary opportunity to sing.

The cast of the new version of "Interference" is now tentatively set to include Elissa Landi, Paul Cavanagh, Kent Taylor and Gertrude Michael.

BARBARA STANWYCK TO STAR IN A PARAMOUNT PICTURE



be the filmization of Ferenc Molnar's great stage success, "The Pastry Baker's Wife."

We are more than happy to report that Barbara Stanwyck, one of the foremost of the screen's dramatic stars, has been signed to a Paramount one-picture contract. It is probable that this picture will

Since the editor poured all of his faith, hope and understanding of "Paris In Spring" into a letter which went to all offices, he wants this same letter to serve as a personal preview of the film for "Paramount International News" purposes, and herewith reprints it.

HEAR ALL THE PARAMOUNT BOYS SING—"HOORAY FOR 'PARIS IN SPRING!'"

Well, me hearties—here it is!

You've written and wired, and cabled, and telephoned, and begged and pleaded for a rapturously romantic and titillatingly tuneful musical film for a long while now; a film filled with eye-dazzling beauty, breathless pulchritude, and above all, robust singing of operetta calibre.

"Give us a film like that one starring Miss More Grace!" you've begged. "Or like that one with Miss Annette MacDowell," has been your plea. Translated into more suitable terms for this informative occasion, you have thundered your requests at us for musical films that would spell-bind audiences everywhere throughout the world, irrespective of the languages spoken by those audiences.

Well, here's the answer: PARIS IN SPRING.

Our hat is off to the Paramount Studio! And those plaudits which you hear echoing and reechoing around this letter are directed at Messrs. Lubitsch and Herzbrun for giving us the picture; at Lewis Milestone for directing it; and most decidedly at Miss Mary Ellis, Mr. Tullio Carminati and Miss Ida Lupino for interpreting the film so ably that all the world might rejoice at and with them.

Double plaudits in this particular letter go to Miss Ellis. For her glorious voice you can at once discard all of the adjectives and superlatives one is wont to use when referring to a golden-throated soprano who ordinarily thrills her listeners to rapt and sublime ecstasy. For this occasion you must seek new words.

When Miss Ellis glorifies (which is far, far greater than mere singing) such melody poems as "Paris In Spring," "Jealousy" and her four other numbers in the film, you sense that here is film-musical entertainment raised to a new and loftier plane. She is divine! And divinely beautiful with it all. Never have vocal and physical beauties been blended so poetically on the screen before.

As for the entire film itself, it is so magnificently entertaining in its every department that if ever there was a photoplay which so appealed to the sensibilities of audiences as to cause them to want to stop at the box-office on the way out, feeling that they had underpaid the management on the way in—this is the film.

We ask you not to take our word for it, but to read the following account of pictures filming, and to be filmed, in order to gauge the merit of the headline that we have strung across the top of this page:

Through filming is Cecil B. De Mille's production, "The Crusades," with a lavish DeMille cast, headed by Loretta Young, Henry Wilcoxon, Ian Keith, Katherine De Mille, C. Aubrey Smith, Joseph Schildkrant, Alan Hale and fifty others in featured roles in addition to thousands of extra players. Now before the cameras are "Peter Ibbetson," under the direction of Henry Hathaway, with Gary Cooper, Ann Harding, and Ida Lupino; "Accent on Youth," with Sylvia Sidney and Herbert Marshall under the direction of Wesley Ruggles; "The Big Broadcast of 1935" directed by Norman Taurog with an array of talent including Bing Crosby, Burns and Allen, Lyda Roberti, Carlos Gardel, Ruggles and Boland, Jack Oakie, Wendy Barrie, Ethel Merman, Sir Guy Standing, Bill Robinson, Amos 'n' Andy, Walter C. Kelly, The Vienna Boys' Choir, Jessica Dragonette, Ray Noble's band, Richard Tauber, Ina Ray Hutton and Band and others. Also the new W. C. Fields picture, "Everything Happens at Once," with Kathleen Howard and Mary Brian, directed by Clyde Bruckman; "Men Without Names," with Fred MacMurray, Madge Evans and Lynne Overman; and "Annapolis Farewell," now being filmed on location at the Annapolis Naval Academy with Sir Guy Standing, Richard Cromwell and Tom Brown, directed by Alexander Hall.

Films in preparation include "So Red the Rose," with Margaret Sullavan, Pauline Lord and Randolph Scott in leading roles under King Vidor's direction; "The Last

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PLANS FOR SYLVIA

The insistence of so many countries on the retention of Sylvia Sidney as one of our top stars has resulted in her following her present brilliant work with Herbert Marshall in "Accent On Youth" with "Let's Get Married," in which she will co-star with Fred MacMurray. Above, with Marshall.

PARIS CONVENTION—"C'EST MAGNIFIQUE!"

Here are more intimate glimpses of the great Paris Conclave (and let us here interpose the remark that never at any time in our repertorial history have we been confronted with such a wealth of material, and such an overwhelming desire to name every individual in every scene). However, on this page, and in these ten-plus-three scenes will be found the face of every delegate to the great gathering.

1. Here are all of the delegates of the French Division, with Administrateur Delege Henri Klarsfeld in the left centre.

2. The representatives and managers of the European theatres of Paramount are here, with General Manager Andre Ullmann on the extreme right.

3. Is the interior of the Joinville Studio, with a message of greeting to all of the delegates.

4. Shows the mighty poster display, with Paramount posters from all parts of the world and in all languages.

5. Mr. Hicks, fourth from the left, is shown with the Division Leaders and Home Office representatives. Left to right are: Messrs. Americo Aboaf, M. J. Messeri, Andre Ullmann, director of theatres; J. W. Hicks, Fred W. Lange, T. X. Jones, Gus J. Schaefer, Carl P. York, George Weltner and Henri Klarsfeld.

6. The table of Mr. Hicks at the banquet at the Pre-Catalan. Seated between Mr. Hicks and Mr. J. C. Graham is Miss Betty Stockfield, star of English and French films.

7. The contingent from Scandinavia, headed of course by Carl P. York.

8. The assembled delegates in the main projection room of the Joinville Studio, where the convention was held. They are facing the speakers' table shown on the cover.

9. The contingent from the Baltic states headed by Mr. Kuzmin of Latvia, at the right.

10. The delegates from Germany and the other territories under the jurisdiction of Gus J. Schaefer, who is shown in the centre of the back row.

11. Robert Rosenthal, and his contingent from Switzerland.

12. Matador M. J. Messeri and that powerful contingent he fetched north from Spain and Portugal.

13. Americo Aboaf and his "Men of Iron" from Italy.

J. W. H., Jr., CABLED

More eloquent than any thousand words of ours could be is each individual word of Mr. Hicks' cabled report on the Paris Convention. You will find it reproduced, exactly as received, word for word in every detail, on Pages 8 and 9. It is an historical document if we ever saw one.



Bulldog Boys Have Both Bark and Bite!

LONDON'S GLORIOUSLY INSPIRING CONVENTION

Reported by R. Gittoes-Davies

Paramount's Jubilee Year Sales Convention, held at the Rocadero, London, on April 12th, 13th and 14th, with Mr. J. C. Graham presiding, reflected a spirit of tremendous enthusiasm and was probably the most successful ever held in the history of the Organization in Great Britain. Confidence over the company's prospects was evident in every speech and references to the recent successes of the Paramount product, notably *LIVES OF A BENGAL LANCER* and *RUGGLES OF RED GAP* all pointed to a belief that these were the advance guard of greater achievements.

New departures in procedure and novelties all helped the atmosphere of freshness and surprise that kept every delegate keyed up to concert pitch throughout the proceedings. Part of the discussion took the form of a debate on the proposition that Paramount Pictures were getting better and better than ever. Mr. Montague Goldman started the discussion with an effective speech and Earl St. John followed.

Another novel touch originated by Mr. Goldman was a unique method of calling upon the next speaker. Instead of naming the delegates, Mr. Goldman described the man in question mentioning some little peculiarity or idiosyncrasy known as a rule only to a small circle of his friends. In his choice of descriptions Mr. Goldman revealed an amazingly intimate knowledge of the personalities of the individuals comprising his Sales force, for everybody was able to identify himself from Mr. Goldman's definition, and no two men answered to the same description. This aspect of the proceedings produced a great deal of laughter and gave rise to a lot of good natured chaff during the convention's off-moments.

With the exception of Edward Ayres (Secretary) regrettably prevented by illness from attending, the muster of executives was complete and when John Cecil Graham opened the Convention he was surrounded on the platform by Montague Goldman, General Sales Manager; Earl St. John, Director of Theatres; Harold Walker, Assistant Sales Manager and R. Gittoes-Davies, Director of Publicity.

Others present included Leslie Alderness, Supervisor of Theatres; Charles Penley, General Manager of Paramount Astoria Theatres; Oswald Cohen, Head Office Sales Representative; Ike Collins, District Manager, Newcastle, Glasgow, Leeds; D. W. Abbey, London, Branch Manager; Lou Harris, District Manager, London, Birmingham, Cardiff; Ben Simmons, District Manager, Manchester, Liverpool, Dublin; D. Gilpin, Leeds Branch Manager; J. M. Ritchie, Dublin Branch Manager; C. Coles, Cardiff Branch Manager; J. Hanson, Glasgow Branch Manager; H. Nisbet, Liverpool Branch Manager; J. Corper, Birmingham Branch Manager; N. Wild, Manchester Branch Manager; T. Ledger, Newcastle Branch Manager. In welcoming the delegates, Mr. Graham expressed his regret that

received in London.

"The appointment of Ernst Lubitsch as Paramount production chief," said Mr. Graham, "is one of the biggest moves forward in the history of the company. We are confident that Paramount Productions will reach a level of excellence higher than that to which everyone is already accustomed. Ernst Lubitsch himself one of the greatest production geniuses of the screen, has behind him the kind of story talent that is vitally necessary to success."

Mr. Graham then described Paramount's constant look out for new talent. While the stars of to-

CONVENTION SIDELIGHT

A dual compliment to John Cecil Graham and Montague Goldman was paid these gentlemen in the editorial columns of London's trade paper "Cinema," issue of April 17th. The tribute reads:

Oratorical

J. C. Graham has always been accepted as one of the trade's most brilliant after-dinner speakers, or for that matter speakers at any time—for he can handle an audience with the same attention he can a conversationalist. Now, it seems, they've discovered another Cicero in the nest. Montague Goldman, I am told, surpassed himself at the recent Sales Conference, displaying a Puckish wit and no small eloquence, to the great enjoyment of his team!

Most of the time of the Convention was naturally devoted to Paramount's big coming productions. Mr. Goldman's speech, also contained a glowing tribute to Ernst Lubitsch, whose name, he said, meant as much in a display advertisement as that of most stars. It was a definite box-office asset and the trade knew that.

In *THE LIVES OF A BENGAL LANCER* and *RUGGLES OF RED GAP* he said they had two of the finest films produced in the sound era. Both these films came into the Fourth Quarter schedule and never before had two such films been released in a similar period. This standard would set the pace from now onward and maintaining this brilliant level Paramount productions would sweep on to even greater triumphs.

Earl St. John, Director of Theatres, pointed out that even such outstanding winners as *BENGAL LANCER* and *RUGGLES* were not alone in their magnificent box-office figures.

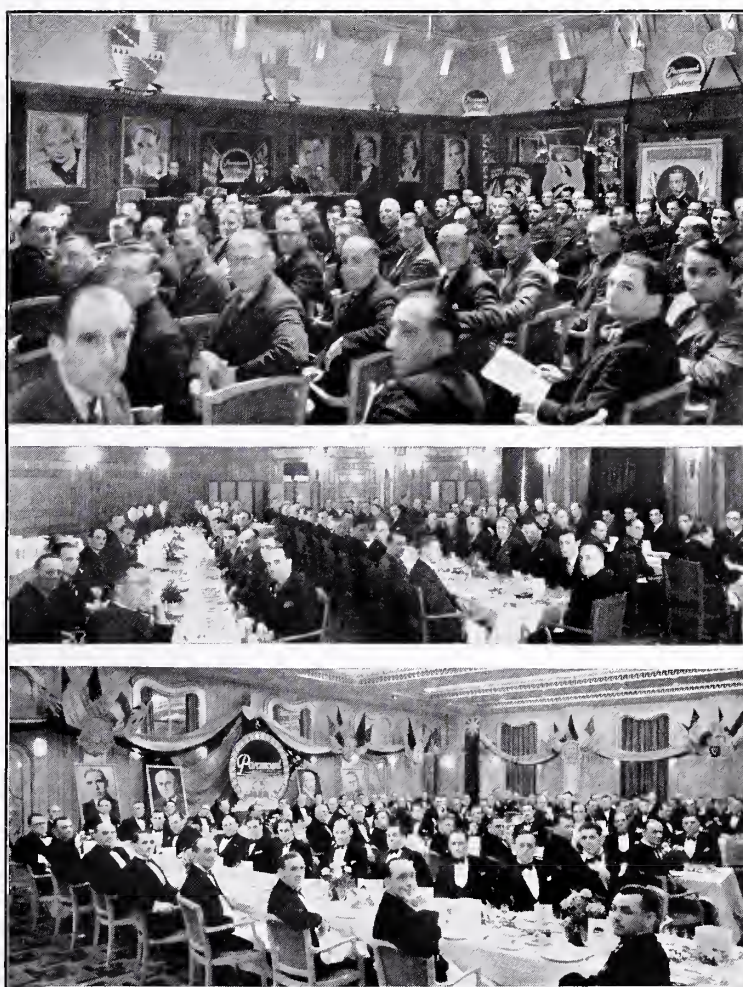
Such pictures as *THE GILDED LILY* and *WINGS IN THE DARK* had also left last year's figures a long way behind and he felt confident that *MISSISSIPPI* was going to prove another outstanding attraction.

"I am very happy about the large number of 'U' certificates that Paramount films are getting nowadays," said Mr. St. John. "The purity wave has done a lot of good in bringing back the youngsters and generally helping the prestige of pictures. Every afternoon the Carlton Theatre nowadays is full of boys and girls who have come with their parents to see *BENGAL LANCER*."

Various points of view were discussed by the District and Branch managers and a number of sales representatives were called upon to speak.

A talk on advertising and its contribution to films and progress was given by Mr. R. Gittoes-Davies, and the delegates next listened to a description of a few unrecorded incidents in the life of

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THREE PHASES OF LONDON'S GLORIOUS CONVENTION

At top, the Convention gathering itself; in the centre, the luncheon; and below, the concluding banquet. Messrs. J. C. Graham, Montague Goldman, Earl St. John and Harold Walker are prominent throughout the photographic glimpses.

John W. Hicks, Jr., Vice President of Paramount International Corporation, would not be in England in time to be present. Through the nearness of Easter and the Jubilee no postponement of the meeting was possible when the news of Mr. Hicks' sailing was

day were pre-eminent they had to be prepared for the time when new faces would be wanted on the screen. That was why the company maintained, at considerable expense, a department which watched every new play and every performance in each new play, in an endeavour to acquire the most promising talent. Particulars and tests of every likely possibility were forwarded to the studios and out of a hundred or so submitted perhaps two or three would be finally sifted out and offered a chance of becoming a Paramount player.

STOP PRESS

A great midnight preview of Noel Coward's *THE SCOUNDREL* was held at the Plaza, London, on May 23rd. The audience included many famous and distinguished people and the proceeds went to the Prince of Wales appeal for the Jubilee Trust Fund.

The Paramount Spirit - Mightier than ever

1281

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

WESTERN UNION CABLEGRAM

CLASS OF SERVICE
This is a full-rate
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deferred character is
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able sign preceding
the address.

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Full-Rate Cablegram	
Deferred Cablegram	
LC	Cable Night Letter
NLT	Ship Radiogram

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FIRST VICE PRESIDENT

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CHAIRMAN OF THE BOARD

R. B. WHITE
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NEW YORK 1935 MAY 12 PM 11 21

Received at 40 BROAD STREET, NEW YORK 1/50 12

T- FCH PST26 JT 200 1/50 12
PARIS

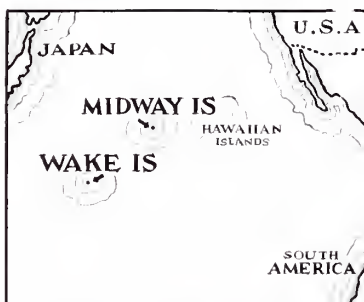
EUGENE ZUKOR FAMFILM
NEW YORK

NLT EUGENE ZUKOR WAS WRITTEN YESTERDAY
ANOTHER PAGE OF PARAMOUNT INTERNATIONAL CONVENTION EVER HELD
AT TEN O'CLOCK ONE
PROMPTLY AT TEN O'CLOCK ONE
CONTINENTAL
HERE STOP ALL OVER IN
"NEVER IN



STILL A STAR

Here is one of the greatest stars of yesterday, Clara Kimball Young, playing the role of a Nun in Cecil B. DeMille's mighty Paramount production, "The Crusades."



PARAMOUNT PENETRATES ANOTHER REMOTE SPOT

Three new "first run" bookings for Paramount pictures were placed on the company's sales ledgers when it was announced that a library of 25 Paramount feature films, enough celluloid entertainment to provide programs for the average theatre for nearly a year, had been selected by the Pan American Airways company and shipped to isolated base on Midway, Wake and Easter Islands. Supply stations are being constructed on these Pacific Island spots as links in the 8,500 mile aerial highway which will eventually connect America by plane with China, Japan and other points.

The films, together with complete sound and projection equipment, were placed aboard the supply ship North Haven, which left San Francisco recently with 118 officers and men who will engage in the construction work. Films were the only entertainment selected by officers and men to see them through the several months of virtual isolation the work will take before they are permitted to return to the mainland. Members of the crew indicated a preference for such

MORE PRODUCTION NEWS

PARAMOUNT HAS ALL RIGHTS TO "CARMEN"

In what is considered the most important story purchased in the last six years, Paramount has acquired world screen rights to Bizet's opera, "Carmen," which in turn was based on the Prosper Merimee novel, now also owned by the company.

Gladys Swarthout, Metropolitan Opera star under contract to Paramount, has arrived in Hollywood and is set for the title role. She is first, however, to appear in Paramount's production of "Rose of the Rancho," which will be done with music with John Boles in the leading male role. "Rose of the Rancho" is now in production.

STRAUSS OPERETTA FOR BRISSON AND JEPSON

"Stormy Spring" has been purchased by Paramount from Oscar Strauss, and with it three Strauss melodies. It is to be picturized as an operetta for the 1935-1936 Season and will have a melodious cast headed by Carl Brisson and Helen Jepson. Miss Jepson, stepping from the stage of the Metropolitan Opera House will thus debut as a Paramount singing star.

stars as Mae West, Gary Cooper, Bing Crosby, Claudette Colbert and Carole Lombard, and because of the Paramount variety of entertainment, no other films were selected.

(Continued from Page 5)

Outpost," with Cary Grant, Gertrude Michael, Ray Milland and Claude Rains in the cast; the Harold Lloyd production, "The Milky Way," which Leo McCarey will direct; "Hands Across the Table," with Carole Lombard in the leading role; "Invitation to Happiness," directed by Lewis Milestone; and Bing Crosby's forthcoming, "Two For Tonight," with Joan Bennett.

JUVENILE EPIC

Paramount has entered into a contract with Robert F. McGowan, director of many Our Gang comedies, to produce a short subject in which the six child players under contract to the studio will be used. These are Virginia Weidler, David Holt, Baby LeRoy, Betty Holt, Lois Kent and Billy Lee.

NEXT FOR WEST

Mae West will turn Alaskan evangelist in her next picture, which currently is a composite of a story entitled "Hallelujah, I'm A Saint," and an Alaskan gold rush story entitled "Lulu Was a Lady." The highspots of these two robust yarns are being blended into a punch-walloping West yarn, the script, dialogue, wisecracks, action and continuity of which will be written, as is customary, by Miss Mae West herself—in bed.



Colin Tapley, only New Zealander in Paramount's roster of players, congratulates John L. Herrmann, Paramount News cameraman on his safe return from the Antarctic; and Herrmann in turn congratulates Tapley on his new Paramount contract.



A HIGHLIGHT OF "THE BIG BROADCAST"

Pictured herewith are the members of the Vienna Boys' Choir as they appeared in the Hollywood-filmed sequence of "The Big Broadcast." Those Paramounters who attended the Paris Convention heard this reel and we feel sure will agree with us that this is one of the most glorious sequences of music ever recorded on film.

HOUSE ORGAN TOPICS

Winging northward from the land of "Los Gauchos" has come the April issue of the magazine bearing the same name. From its enthusiasm-drenched pages it is easy to note why John B. Nathan's Gaucho Division has commenced its climb towards the Quota Goal. This April issue has a cover of thundering Big Guns, each named for a major picture, and including such titles as "Lives of a Bengal Lancer," "Cleopatra," "Wings in the Dark," "Rumba" and two Carlos Gardel films. It also contains a splendid account of the luncheon tribute paid Montevideo Manager Juan Oliver for his splendid Paramount accomplishment during 1934.

Another welcome visitor via the mail route was the second issue of Jugo-Slavia's "Paramountov Glasnik," its front page a powerful message of greetings to the Paramount Convention in Paris. Another feature, impossible of missing, was a half-page tribute to the Paramount Trade Mark, illustrated by one of the actual symbols more than four inches wide.

And while paying tributes to those who evaluate the Paramount Trade Mark as they do life itself, let us comment upon another excellent manifestation of this symbol in Matador Messeri's ever-scintillating publication, "El Matador." The issue of April 7th is a grand case in point, devoting an entire page to stressing the importance of our organization seal. He also has decorated each page with meritorious mottoes, such as: "Confidence and Success Go Hand in Hand," "The Prosperity of an Organization is Our Own Prosperity," "The True Salesman Seeks Out Opportunities; If He Doesn't Find Them, He Creates Them." The issue also contains a mighty full page editorial by Mr. Messeri under the heading of "Man Always Strives Harder When Success is Difficult of Achievement." In his foreword to the editorial the Matador Leader discloses the fact that this particular motto was first revealed to him during a visit to Rio de Janeiro many years ago. So, you see, there is real reciprocity between our divisions after all; and perhaps as a manifestation of gratitude Mr. Messeri will permit Matador's Division to win the Quota Contest. However, to be serious, Mr. Messeri hopes in his editorial that the substance in the heading will be the means of assuring that Spain and Portugal will emerge the winners in the Contest.

Then, of course, there was the inevitable and enjoyable bi-monthly advent of Australia's "Paramount Sale Punch," the issue of April 17th being particularly notable. Its leading article indicates that June, the final month of the Quota Contest, is to be known as "The Boys' Month," dedicated to the men in the field who are striving with every energy to lift the Blue Ribbon Bunch to the top of the list. General Sales Manager William Hurworth's editorial is most heartening and reflects the true spirit of every man and woman in the Division.

Convention Addresses

(Continued from Page 4)

at the audience sat throughout as though gripped by the sheer sense of its uplift. Many times it was evident that his auditors wished to sweep to their feet and cheer, but they felt that this might snap the tension. But at the end of an hour-and-a-quarter, when Mr. Hicks brought his unforgettable oration to a close, they arose to an instantly as cheer after cheer swept through the vast studio and into neighboring Joinville: a cheer that swept around the world, true harbinger of the finer and greater tidings that will come to every Paramounteer everywhere.

Truest Harmony

Reflectively analyzing that address, and all that is symbolized, we find in it perhaps the greatest manifestation of Paramount harmony on record. All of the world's foremost nationalities had representation in the audience. The three great branches of film business—Production, Distribution and Exhibition—were there in full force. The speech struck a keynote which was completely receptive to each of the branches. All of them felt from it that every interest was united for Paramount.

George Weltner's Address

Although the major portion of Mr. Weltner's speech was devoted to organization matters involved in operation costs, print requirements and other associated subjects, his audience was more than grateful to him for his enterprise revealing to his listeners a lot of highly interesting things about Mr. Hicks which that gentleman has too modest to talk about himself. In other words, most of the delegates present had had the opportunity of meeting Mr. Hicks on several occasions before, but because of his years of service in Home Office and in Australia, had hardly gotten to really know him. George Weltner remedied that defect by several anecdotes which re-

THE COVER

You will, of course, recognize without identification the faces of the large group on the cover as being the delegates in Paris assembled in the grounds of Paramount's Joinville Studio.

Below is the gathering in the Studio Theatre, with Mr. Lange presiding, and Mr. Hicks (left) and Mr. Weltner in attendance. The motto before the dais is most significant: "1935 Starts A New Deal for Paramount."

vealed the truly human side of the International Legion's Leader.

Other Speeches

Each of the Divisional Leaders present addressed the audience, and after telling something of their plans for the future, each and every one of them gave fervent expression of thanks for the remarkable sense of inspiration which they received from Mr. Hicks' address. It was a speech which had uplifted them beyond anything they had ever heard before, was their belief: and that speech would send them forth into the field to render finer achievement than anything they had realized in the past.

Everyone of the speakers — Messrs. Klarsfeld, Schaefer, York, Messeri and Aboaf — registered sheer delight at the appointment of Mr. Lubitsch as Managing Director of Production and stated that this was the most cheering production news to reach them in a decade.

There was another noteworthy observation (our reporter credits its authorship to Matador Messeri), but it was borrowed by every speaker. Mr. Hicks, the observation went, spoke to the delegates in only two languages — English and Paramount. Some of his listeners did not understand English

ACTUAL EXCERPTS FROM MR. HICKS' SPEECH

"We have all—our entire organization—been through a tremendous ordeal these past two years. We have had great problems to solve, and they have been solved. We have had an overwhelming amount of work to do throughout the world, and it has been accomplished through the Paramount policy of each man helping the other....

"We are all in Paramount together—this mighty organization that so many of us have helped in the upbuilding—not as employee and boss, but as associates. I would never ask any one of you to do something that I would not do myself....

"It is a matter of great pride to us in New York to know fully the extent of the marvelous work that you are doing over here, which you have done in the past, and which you will continue to do on an even greater scale in the future. We want you to know that we always stand ready at the Crossroads of the World to give you every assistance, any advice you might need, or anything else that will legitimately help you in your problems....

"Promotion from within the ranks is ever to be our axiom. Remember this strongly: remember also that as soon as you can really fit someone from your ranks to fill your desk, then it is time for you to be advanced to a better position. It has been this rule throughout the world which has contributed so magically to Paramount's affectionate esteem in business.

"We must above all things be honest with ourselves. Our aim and our ambition are for Paramount. We must help our fellow associate, and in helping him we help ourselves. What better things can life hold than a home, a family and a thoroughly congenial job?

"I have been around the world a great deal and have met many business men and heard of a great many business organizations. I know of no organization which has anything ap-

completely, but because of the Paramount language which went hand in hand with it, every delegate understood the addresses One Hundred Percent.

proaching the truly marvelous spirit of our international Paramount Family. It is indeed one of the wonders of the world.

"In conclusion I wish to pay sincere and heartfelt tribute to Fred W. Lange, and to Henri Klarsfeld, Jack Plunkett and W. R. Horner, and their respective staffs, for their organization efforts in providing a Convention which will live in the memories of us all forever."

WARNING

In order to avoid collisions, shocks, conflicts, disappointments, etc., all Divisions are hereby advised to keep clear of first place in the Six Months' Drive, since this place has been reserved and will be occupied by the Argentine Division.

***The above message appeared in a poster display at the Paris Convention. It was done in one-sheet size and the same message was reproduced in English, French, Spanish and German. The stalwart finger of suspicion as to authorship points to John B. Nathan, and we defy him to effectively deny it.

CONVENTION "PARIS IN SPRING"

THE HOUSE ORGAN. EST POUR UN SEULEMENT, INTERNATIONAL
Paramount International News

LET US KNOW EACH OTHER

PARIS NUMERO SPECIAL 1935
CONGRES INTERNATIONAL



STIRRING ISSUE OF "LA PARAMOUNT FRANCAISE"

Words literally fail us when we seek expressions of admiration for the supremely inspiring Convention issue of "La Paramount française" which Jack Plunkett and his staff produced for the great international gathering. It was one of those glorious issues at Paramount executives dream about—an ideal, seemingly beyond the clouds; but Plunkett and his Paris Paramounteers, inspired by the fiery enthusiasm of Messrs. Lange and Klarsfeld, reached it right from the clouds down to the main theatre of the

Paramount Joinville Studio and gave it forth to the assembled delegates.

It is our privilege to reproduce herewith the cover of the issue, and four of its most fascinatingly interesting pages. Those represented on the four cartoon pages will, of course, recognize themselves: those not there will recall Editor Plunkett's regrets at not receiving photographs in time. On the cover of the issue are part reproductions of the covers of the house organs of Home Office, Argentina, Australia, Spain, France, Italy, Jugo Slavia, England and the Domestic Home Office.

THE PAGE OF AUSTRALIA AND T. D. C.'s ORIENT



ALMOST A WHALE!

Our fishphoto last month must have started a vogue. It is followed by another Gem of the Ocean, this time from New Zealand. Our stars of the picture are Stan. Craig, Paramount's New Zealand General Manager, and a fourteen-foot shark of the thresher variety. Stan. weighs a reasonable weight, but the shark weighed a ton. Prior to the voracious scene shown above, the Paramount reeler had reeled in three swordfish weighing a total of 835 lbs.—but if we are to believe our correspondent, Stan. used these for bait for the shark.



A NIPPON "RAZZ"

This very cute Oriental manifestation of omnipotent nonchalance, posed with debonair disdain for international conventions, is the selected token of Tom D. Cochrane to symbolize what his "Irish Brigade" Division think of the chances of the rest of the world catching them. Tom captioned it, in his own inimitably facetious fashion, "This for the rest of the Foreign Legion!"

What has you-all got to say, Foreign Legion?

HURWORTH'S PLEA

In exhorting the Blue Ribbon Bunch to still greater efforts during the Convention-absence of Managing Director John E. Kennebeck, now in America, Australia's General Sales Manager William Hurworth has editorially gone on record with the following plea, which is good in every part of the Paramount Empire:—

"Nobody can afford to let down on his efforts. No resting on temporary laurels. No coasting. The winning division is going to be the one which never lets down for a week, a day or an hour. This means concentration of effort and nothing else but!"



JAPAN'S SHINING EXAMPLE OF PARAMOUNT SERVICE

Pictured here are Tom D. Cochrane, Paramount's Overlord of the Orient, and "Charlie" Kinoshita. Tom reports that "Charlie" has been with him for 19 years, a great tribute to loyalty, and he further adds that he named him "Charlie" so long ago that both of them have forgotten Kinoshita's real name.

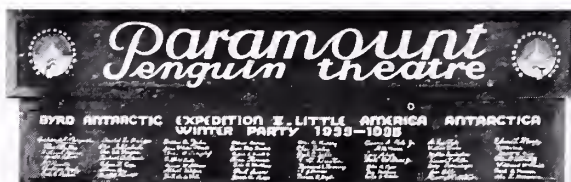
JAPANESE PARAMOUNT-EERS MAKE NOTABLE ADVANCES

Promotion to several highly deserving Paramounteers in the Japanese section of Tom D. Cochrane's Irish Brigade is announced with the thunderous "Banzais" such an event naturally inspires.

Mr. P. Wakimoto, formerly Osaka Branch Manager, has now become Dairen Branch Manager in place of R. Tanaka, resigned. Mr. H. Hirai has been promoted to Osaka from Fukuoka. Mr. K. Yoshitake, Fukuoka salesman, has been made sales manager of that exchange. Mr. N. Metori, Osaka accountant, has been made office

AN ECHO OF THE WORLD'S SOUTHERNMOST THEATRE

Here is the personnel board of the Paramount Penguin Theatre, entertainment centre of Byrd's Antarctic expedition at Little America.



ANNUAL PICNIC OF THE BLUE RIBBON BUNCH

Held at Cronulla, Sydney, a few days before Managing Director John E. Kennebeck departed for the United States and the Convention the annual outing of the Australian Home Office and Sydney Exchange staffs was a complete success. The weather, the news in general from headquarters, and the general amiability of the Australians themselves contributed to a marvelously enjoyable event. The top scene shows, left to right: Enid Eastmure, Claude Henderson, Melbourne District Manager; Margaret McLean, Mrs. Reg. Kelly, William Hurworth, General Sales Manager; Joy Murray, John E. Kennebeck, Managing Director; Ethel Barras, James L. Thornley, General Manager of Paramount's Capitol Theatre in Melbourne; Dencie Muffet, Gordon Brookes, Brisbane Branch Manager; Ruth Edward and Marjorie Adler. Centre: Roger Logan, Head Office Accountant; Bert Kelly, Melbourne Branch Manager; Claude Henderson again, Reg. Kelly, Publicity Manager; Fred Gawler, District Manager for N.S.W. and Queensland; John E. Kennebeck, and Jack Macauley, ex-Paramounteer but now General Manager of the Capitol Theatre, Tamworth. Below: The entire group of picnickers outside the Cecil Hotel at Cronulla.

manager at Fukuoka. Mr. I. Baba, Tokyo salesman, has been made Osaka accountant.

Inasmuch as we are picturing the complete personnel of Cochrane's Irish Brigade in next month's issue, we will then carry in our columns likenesses of these

staunch Paramounteers who have merited the rewards reported above.

TWO-SHEET—A NEW POSTER

The attention of ad sales managers in all parts of the world is called to the fact that the New York ad sales department has issued a new poster, known as a 2-sheet. The poster made its initial appearance with "The Glass Key" and is of such convenient proportions that we believe it will meet with marked success throughout the world. Samples of the poster have been sent to all principal offices. Like it?

MAYO HA SIDO UN MES ESPLÉNDIDO

Mayo ha sido uno de los meses más espléndidos en la historia de Paramount. Este mes de Mayo ha sido solamente un mes de progreso en la marcha de nuestra compañía, sino que durante ese espacio de tiempo se ha celebrado el primer congreso internacional Paramount fuera de los Estados Unidos.

Buena parte de este número de PARAMOUNT INTERNATIONAL NEWS está dedicado a dar cuenta de los trabajos de ese congreso, celebrado en París bajo la dirección del Representante General para el Extranjero Fred W. Lange, con asistencia del vicepresidente John W. Hicks, Jr., de George Weltner, y de muchos de vosotros, legionarios, que estáis leyendo este número de P.I.N., y que sabéis que sería imposible detallar minuciosamente la marcha de las sesiones del Congreso y de los actos que se celebraron durante los días de su duración. Para los demás legionarios paramountistas que no tuvieron la suerte de asistir al Congreso, las fotografías y la información que de él publicamos les darán una idea aproximada de la importancia de esta reunión, que, según palabras de Mr. Hicks transmitidas por cablegrama reproducido en las páginas 8 y 9, "es el acontecimiento más sugerido que la Paramount ya celebrado en parte alguna."

Hemos dicho que Mayo ha sido un mes espléndido. Sin querer hacernos de profetas diremos que Junio superará a Mayo en esplendor de negocios y grandes acontecimientos. En Junio se celebrará la Convención Americana Paramount, la cual tendrá comienzo en Nueva York el día 13 de ese mes; se hará pública la declaración más importante que se ha hecho hasta la fecha con respecto a la organización de esta Compañía, se dará remate a la filmación de la colosal película de Cecil B. De Mille, "Las cruzadas."

Ya que los grandes éxitos de "Los lanceros bengalíes" se repiten en todos los ámbitos del mundo donde se exhibe, queremos anticipar a los legionarios paramountistas la noticia de una película que en la actualidad se está realizando en nuestros estudios de Hollywood, la cual tiene muchos puntos de relación con aquella película se intitulaba, provisoriamente, "The Last Outpost," literalmente, "La última avanzada." La acción de esta película se desarrolla en Mesopotamia y en el Sudán africano y en ella ocurren escenas de valor y sacrificio personal que rivalizan con las que tan favorablemente han sido acogidas de "Los lanceros bengalíes."

Nos es grato anunciar la adquisición de los derechos de propiedad de la ópera "Carmen," la cual se llevará a la pantalla con la gran cantante Gladys Swarthout, del Metropolitan Opera Company, en el papel protagonista. "Primavera tempestuosa," de Oscar Strauss, ha sido también adquirida por la Paramount. Carl Brisson y Helen Jepson desempeñarán los principales papeles en esta película, que promete ser el inicio de una serie de realizaciones de esa índole para la cual Paramount cuenta con vastos elementos artísticos para su



FOUR CHAPTERS OF THE SUIPACHA'S SUCCESS

The Cine Snipacha of Buenos Aires presented "The Lives of a Bengal Lancer" to one of the mightiest successes ever experienced by a motion picture in Argentina. This success was due the joint effort put forth by the Snipacha's staff, and the work of Messrs. John B. Nathan and Guillermo Fox. In the four pictured chapters of this success you will note first: the giant electric sign above the theatre. Then, in the top centre, a tie-up with a men's wear store. Below it a tie-up with the foremost bookstore of Buenos Aires. And, in the last picture, the magnificently decorated exterior of the Snipacha Theatre itself.

MAGGIO MERAVIGLIOSO

Il mese che culmina con questa pubblicazione della "Paramount International News" e' stato uno dei piu' importanti nelle cronache della Compagnia.

Esso, non soltanto, fu testimone di nuovi progressi della Paramount in New York, ma ha visto la riunione del primo Congresso Internazionale tenuto dai legionari della Compagnia fuori di questa metropoli.

Gran parte della odierna pubblicazione e' dedicata al resoconto di questo Congresso, che fu tenuto a Parigi sotto la direzione del rappresentante generale per l'estero Fred W. Lange, e alla presenza del Vice Presidente John W. Hicks, Jr., e di George Weltner. Molti di coloro che leggeranno questo numero furono forse presenti a quel Congresso e naturalmente sanno molti piu' dettagli di quelli che la presente pubblicazione potrebbe mai sperare di dare. Per gli altri legionari che non ebbero la loro lieta sorte speriamo che la nostra narrazione, aiutata dalle fotografie, riuscirà a dar loro una esatta idea dell'evento che Mr. Hicks, nel telegramma che riportiamo a pagg. 8 e 9 chiama "il piu' auspicato evento della Paramount che egli abbia mai presenziato."

Il titolo di questa colonna afferma che Maggio e' stato un mese meraviglioso. Lo sarà anche il prossimo giugno. Anzitutto vi sarà il Congresso americano della Paramount che comincerà in New York il 13 detto mese; poi sarà fatto il piu' importante annuncio che mai abbia avuto luogo finora sulla riorganizzazione della Paramount. E sempre nello stesso prossimo mese ci si promette il completamento della produzione "I Crociati" di Cecil B. De Mille.

Rammentando il grandioso successo della "Vita di un Lanciere del Bengala," desideriamo darvi sotto-

immediato y rotundo éxito.

El legionario lector observará que Carl P. York y su División de Víkis escandinavos sostienen su posición dominante en la lista. La Brigada Irlandesa de Tom Cochran ocupa el segundo lugar. Estas dos divisiones rebasan la cuota asignada.

voce notizia di una film che stiamo silenziosamente completando nel nostro studio di Hollywood e che sotto molti aspetti, rivalessa col "Lanciere del Bengala." Non vogliamo dire con questo che la nuova film, provvisoriamente intitolata "L'Estremo Posto Avanzato," sarà così spettacolosamente magnifica come l'altra, ma sarà sulla stessa "linea," ispirata alla stessa essenza di virile coraggio. Il teatro dell'azione sarà la Mesopotamia ed il Sudán Africano.

Noterete che in altra parte annunziamo l'acquisto fatto in questo mese dalla Paramount della "Carmen" che appare sullo schermo con Gladys Swarthout, diva della Metropolitan Opera, la quale canterà nel ruolo di primadonna.

Ci è grato di annunciarvi anche l'acquisto di "Primavera Tempestuosa" che darà campo di sfoggiare alle artistiche genialità di Carlo Brisson e Helen Jepson, anch'essi della Metropolitan Opera Co.

Seura dubbio, la Paramount si è, con ciò, assicurato il piu' grande complesso musicale e vocale nelle films della nuova stagione.

Sinceramente speriamo che avrete di già notato, come la Divisione Scandinava Viking, di Carlo P. York, conserva il primato, mentre e' questa volta al secondo posto la brigata irlandese di Tom Cochran.

Ambedue queste divisioni sono al disopra della quota.

UN MERVEILLEUX MOIS DE MAI

Le mois dont ce numéro du Paramount International News marque la fin fut l'un des plus importants dans l'histoire de Paramount. Non seulement ce mois fut-il témoin de progrès considérables en ce qui concerne la Compagnie à New-York, mais encore vit-il la première Convention Internationale des Légionnaires Paramount à l'étranger.

De nombreuses pages de ce numéro sont dédiées aux comptes-rendus de cette Convention, qui se réunit à Paris sous la direction de M. Fred W. Lange, représentant général étranger, et en présence de M. John W. Hicks, Jr., vice-président, et M. George Weltner. Beaucoup d'entre vous qui lisez ces pages furent présents à la Convention et savent les choses bien plus en détail qu'il ne

(Continued on Page 16)

MAI WAR EIN EREIGNIS-REICHER MONAT

Mit dieser Ausgabe der Internationalen Paramount Nachrichten gelangte einer der wichtigsten Monate in der Geschichte unserer Firma zum Abschluss. Es wurden nicht nur inhaltsschwere Beschlüsse betreffs der New Yorker Paramount gefasst, sondern es fand ausserdem Paramount's erster internationaler Konvent statt, der ausserhalb der Vereinigten Staaten abgehalten wurde.

Der grösste Teil dieser Ausgabe ist dem Konvent, der in Paris unter Leitung des 1. Auslandsrepräsentanten, Herrn Fred W. Lange, und in Gegenwart von Vizepräsident John W. Hicks, Jr., und George Weltner stattfand, gewidmet worden. Viele unserer Leser befanden sich aller Wahrscheinlichkeit nach in Paris. Ihnen können wir in dem beschränkten Rahmen unseres Hausorgans kaum mehr von dem Verlauf des Konvents sagen, als sie selbst gesehen und gehört haben. Unser illustrierter Bericht gilt daher hauptsächlich denjenigen Paramountlern, denen es nicht vergönnt war am Pariser Konvent teilzunehmen, von dem Mr. Hicks in seinem auf Seite Acht und Neun zum Abdruck gelangten Kabel berichtet, dass "es das begeistertste Paramount Ereignis war, an dem er je teilgenommen hat."

Unsere Ueberschrift besagt, dass der Maimonat ereignisreich war. Wenn Sie unser Hausorgan durchgelesen haben, müssen Sie unbedingt mit uns übereinstimmen. Wir erwarten jedoch vom Monat Juni noch viel mehr. Erstens findet der amerikanische Paramount Konvent statt, welcher am 13. Juni in New York beginnt. Ferner erwarten wir einen der wichtigsten Paramount Neugestaltungsberichte; und drittens hat uns Cecil de Mille seinen neuen Grossfilm "The Crusades" im Juni versprochen.

Da "Bengali" allerwärts ein sensationeller Erfolg beschieden war, wollen wir Ihnen schon jetzt verraten, dass im Hollywood Atelier in aller Stille an einem neuen Film gearbeitet wird, der in vielen ein Gegenstück von "Bengali" ist. Wir können heute noch nicht sagen, ob dieser neue Film, der vorläufig "The Last Outpost" betitelt ist, ebenso begeistert aufgenommen wird wie "Bengali." Wir wissen nur, dass der Hintergrund der gleiche ist, und dass wiederum männlicher Mut, Tapferkeit und Kameradschaftsgeist ausschlaggebend sind. Der Film spielt in Mesopotamien und am afrikanischen Sudán.

Haben Sie schon gehört, dass Paramount in diesem Monat alle Rechte für die Verfilmung von "Carmen" erworben hat? Gladys Swarthout, Star der Metropolitan Oper, wird die Hauptrolle übernehmen. Ferner haben wir Oscar Strauss's "Frühlingsstürme" erstanden, in dem sich Carl Brisson und Helen Jepson (auch von der Metropolitan) die Hauptrollen teilen werden. Wir können ohne zu übertreiben sagen, dass Paramount in der kommenden Saison die vortrefflichste Auswahl musikalischer Filme aufweisen wird.

Vom Wettbewerb können wir berichten, dass Carl P. York's "Vikinger" die Führung beibehalten haben. An zweiter Stelle stehen Tom Cochran's irische Brigadiere,

That Stirring London Convention!

(Continued from Page 7)

a Press Representative by Pat O'Connor and a talk on display advertising by G. H. Hawkins, of the Ad-Sales department.

Saturday's sessions included a report from Harold Walker on some of the outstanding pictures in the Fourth Quarter Group.

Mr. Walker dwelt on the splendid showmanship qualities of such pictures as *THE GILDED LILY*, *WINGS IN THE DARK*, *CAR 99*, and *MISSISSIPPI*, all of which had an excellent central theme, good situations for exploitation and important star name values.

G. T. Cummins in charge of British Paramount News gave some interesting side-lights on newsreel problems, and Mr. Goldman said that great credit was due to the newsreel men for their resource and ingenuity in overcoming obstacles and impediments that looked like depriving them of their pictures.

Aspects of theatre operation were treated in talks from Charles Penley, who spoke of the importance of stage shows in welding together suitable programmes, and by Leslie Holderness who discussed the varying tastes of provincial cities and their different reactions. Mr. Newton of the Plaza detailed some amusing stories of theatre patrons and other theatre questions were talked over at a special session presided over by Earl St. John.

In the course of the afternoon came a cable from Adolph Zukor, wishing the conference every success and with kind personal remembrances to everyone present.

Advance details of productions which will figure on the release schedule for the First Quarter of the September 1935-36 season were given by Montague Goldman at the Saturday's meeting.

The farewell banquet at the Trocadero on Sunday evening was a happy blend of showmanship, and good fellowship. J. C. Graham presided and the guests included Arthur Segal, an associate in Paramount's theatre enterprises.

In a room brilliantly decorated by the enterprise of the Paramount Ad-Sales department, J. C. Graham greeted his guests. The evening, he said, was to be devoted to pleasure alone, after one concluding official transaction. This was a series of fines humorously imposed on every guest for certain offences, the money to go to the King's Jubilee Fund. The function momentarily became a court of summary jurisdiction and on the complaints laid by Montague Goldman and Earl St. John, Mr. Graham levied punishment with an unsparing hand. One branch manager was fined 10/- for winning money during a game of poker played in the train while travelling to the Convention, and all his associates a similar sum for losing. Gittos-Davies was fined for wearing the wrong kind of hat, while another man was fined for being too correct.

Harold Walker was charged 10/- because no one could find out anything about him and Harry Nisbet 10/- for moving while the

photograph was taken. The money was collected on the spot and no pleas were listened to. When all these charges had been read out everybody left in the room who had not been fined was charged 5/- . Finally when Mr. Graham sat down, Mr. Goldman fined him £1 for having omitted his own name from the list of offenders. A hearty welcome was afforded to Mr. Segal, whom, said Mr. Graham, Paramount were proud to have associated with them.

Anton's Astoria band provided the music and the excellent programme of entertainment was under the direction of Earl St. John and assisted by Charles Penley and A. H. Muirhead of the Theatre Department.

The final ceremony was the distribution of souvenirs by a smart corps of ushers from the Carlton Theatre, dressed in the uniform of the Bengal Lancers. Every delegate received one of the Bengal Lancer hats which are now becoming popular among British women, a Bengal Lancer doll and two of Bing Crosby's recordings from *MISSISSIPPI*.

One of the outstanding features of the Convention was the understanding and sympathetic way in which Mr. J. C. Graham dealt with many angles of the hundred and one different problems of the whole British Organization.

Mr. Graham showed an intimate knowledge of all the questions that arise almost daily in all departments and his helpful advice and constructive solutions were sincerely appreciated by everyone present.

LATER: Since our last despatch, which told you about the successful Spring Sales Convention held in London, we have had the pleasure of welcoming two distinguished visitors from New York, John W. Hicks Jr., and George Weltner, his assistant.

It was a great disappointment that they were not here in time for the Convention, but they more than made amends by seeing Paramount's Sales forces "at home"—that is—in their own exchanges and territories.

Mr. Hicks and Mr. Weltner, accompanied by Mr. Montague Goldman, General Sales Manager in Britain and Mr. Earl St. John, Director of Theatres, did a lightning tour of Britain during the Easter vacation.

Certainly Easter was no holiday for them. They went as far north as Glasgow and Liverpool, where they viewed Paramount's latest super houses—and to do this spent the greater part of the holiday in the train.

It was on this tour that Mr. Hicks and Mr. Weltner heard Bing Crosby crooning 6,000 miles away in Hollywood on their car radio. They were motoring in Scotland when Bing's broadcast (relayed by the British Broadcasting Corporation) came through and were much impressed by its quality.

Incidentally this was a great plug for which the British Organization is indebted to the Home Office and it coincided both with the pre-release run of "Mississippi" at the Plaza Theatre, London, and with the approaching general release of "Here Is My Heart."

"Bengal Lancer" first runs in Paramount's key houses and important theatres outside our own circuit yielded phenomenal business. It is no exaggeration to say that all box-office records for several years have been smashed in every house this picture has played. It is, of course, still in its West-end run at the Carlton and is believed to be the first picture the West-end run of which has continued into the period in which it is released in the country. We cannot do better than quote "The Daily Film Renter," London, on the subject:—

"BENGAL LANCER" BREAKS RECORDS IN THE PROVINCES

Outstanding Business Reported From All Parts Of The Country.

"Outstanding business was reported from all parts of the country with Paramount's *THE LIVES OF A BENGAL LANCER*, which started pre-release runs in a number of provincial centres on Easter Monday.

At Paramount's Glasgow, Manchester, Liverpool and Newcastle theatres, new records for Bank Holiday were set up. At the Capitol, Cardiff, where the run started on Saturday, a record was created for that day, as well as for Easter Monday, and at Birmingham, which opened on Sunday, new records were established.

At Leeds, the record for the theatre, which was hitherto held by "Dr. Jekyll and Mr. Hyde," was set aside by *BENGAL LANCER*.

Amazing scenes, it is stated, were witnessed at Oxford. The picture is being shown at the Majestic, and according to a message received on Tuesday from Mr. Iffie, *BENGAL LANCER* surpassed the record created by *I'M NO ANGEL* by a comfortable margin, and hundreds of people had to be refused admission.

At Southend, Garon's Theatre, in spite of a concurrent run, the theatre record for all time was beaten on Easter Monday.

The picture is still running at the Carlton Theatre, Haymarket, having been seen by over a quarter of a million people. During the holidays, exceptional business was done, queues outside the theatre being a feature during the entire week-end. From figures available on Tuesday, it was established that the Good Friday business was the best at the Carlton for two years.

The following are extracts from a few of the telegrams received from exhibitors:—

'Takings exceeded expectations, easily broke all previous records Southampton and Southend.'

DONADA.

'Every record smashed Easter Monday. Crowds turned away each house.' ILIFFE, OXFORD.

'Opened to record receipts. Film received marvellous reception.' RENAD, CINEMA, GUILDFORD.

LATER

May 3rd, 1935.

BENGAL LANCER which has just started on the fourth month of its record breaking run at the Carlton Theatre, London, received another terrific publicity break in all the papers of Britain when questions concerning it were asked in the House of Commons.

Sir Arnold Wilson asked the Secretary of State for India whether his attention had been called to the

WEALTH OF NEWS FROM LONDON

We feel obliged by circumstances to call your attention to the large amount of news from Great Britain and Ireland in this issue, and to account for this partly by the bulk of important happenings which have transpired in that part of the world lately (principally the English Convention), and partly by an inspiring display of repertorial diligence on the part of Publicity Director R. Gittos-Davies. In all, there are three separate installments of British news in this current issue.

wearing of uniforms resembling the uniforms of Indian cavalry regiments by attendants at the Carlton Theatre; and whether he would take any action in the matter under the Uniforms Act of 1894.

Mr. Butler, Under-Secretary of State for India said: I have made a careful investigation of these uniforms and have come to the conclusion that the dress bears a general resemblance to the Indian cavalry, but is, in fact, a fancy dress, and does not exactly represent the uniform of any particular regiment. There is no danger, therefore, of bringing the uniform of H.M. forces into ridicule or contempt, and there is no ground for any action.

The Prince of Wales and the Duke and Duchess of York saw Bing Crosby in *MISSISSIPPI*, now in its second week at the Plaza Theatre, London.

Incidentally, Paramount's *LONG LIVE THE KING*, a pictorial review of King George's twenty-five year reign, produced and assembled by British Paramount News, was shown privately to the Prince of Wales at the Plaza Theatre after the public showing of *MISSISSIPPI*. The Prince was very amused to see himself on the screen playing soldiers as a little boy and this human little fact received a big press in England.

Tens of thousands of people were, of course, in London to celebrate the King's Jubilee and Paramount's West-end screenings for Jubilee Week were *THE LIVES OF A BENGAL LANCER*—going as strong as ever at the Carlton and Marlene Dietrich in *THE DEVIL IS A WOMAN*, doing substantial business at the Plaza

The Carlton Theatre has sold 65,000 *BENGAL LANCER* programmes at 6d (six-pence) each. This is believed to be a programme selling record for Britain. Can any Paramounteer beat this?

The Carlton Theatre, the Plaza Theatre, the Service Company's building and the Theatre Department Offices in Oxford Street were gaily decorated for the Jubilee "Paramount Service" published a special Royal Jubilee Number that has been received with enthusiasm in the Trade. (We have seen this issue in Home Office. Congratulations to all concerned. EDITOR.)

Exploitation and Success Go Hand in Glove!



ANTIAGO'S CINEMA REAL TAGED AREAL PROLOGUE

Paramount hats should certainly be off to Benito del Villar for the marvelous presentation he gave "Cleopatra" at the Real Theatres in Santiago and Valparaiso, Chile.

This is the young lady who played the role of Cleopatra in the prologue. Benito called our attention to the fact that she closely resembles Miss Colbert. Even without such a reminder, the fact is apparent. The scene at right represents the manner in which the lobby of both theatres—they are somewhat identical—was transformed into a magnificent Egyptian reception hall, not at all unlike several of the settings in the DeMille picture.

The larger scene depicts the lavish stage show, or prologue, and when we call it lavish we're anything but mincing words. Due to an elaborately painted backdrop behind the actual stage settings, an impression of almost un-



fathomable depth was secured. At least fifteen players were used in this prologue, which was a dramatized adaptation of an identical scene in the picture.

PLEASE COMPLETELY CAPTION ALL PHOTOS

We have lately received a number of photos, either of staffs or phases of exploitation, which have been lacking in complete information. Staff photos have simply said, "Staff of So-and-So Office," when you know darned well that if we reproduce such a picture we want to be able to definitely identify every Paramounteer in the group. Likewise, every exploitation photo should carry the name of the theatre, the country, the picture involved, and wherever possible the name of the theatre manager or publicity manager responsible for the exploitation. Above all else we want to give credit where credit is due; and when we pass exploitation photographs on to trade papers for their use, they invariably insist on knowing just who was responsible for the work.

RIO DE JANEIRO'S GLITTERING THEATREFRONT



The Cinema Odeon did not hide its light under a bushel when "Cleopatra" was the attraction. South American Gen. Mgr. John L. Day, Jr., sent us this picture, showing a great Trade Mark directly under the title, and elaborately fashioned colored pictures of Colbert, William and DeMille, himself.

SPARKLING NEW HOUSE ORGAN

We welcome with open arms the advent of "Actualidades Paramount," a new and powerful house organ produced by the Matadors of Spain for the purpose of telling exhibitors of that part of the world all about the new Paramount product.

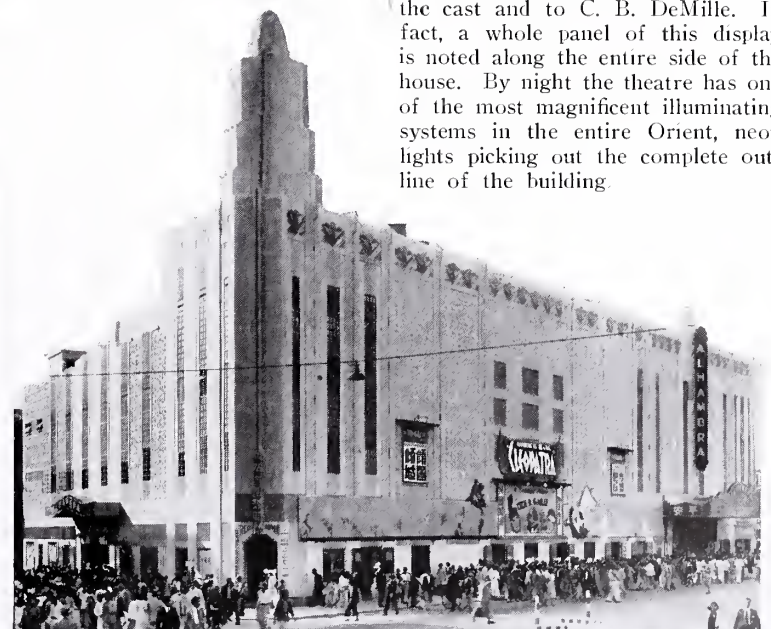
"Actualidades Paramount" is strictly a product publication. There is nothing about the Matador organization or its members anywhere in its glittering sixteen pages of news. The issue of March, which is Number Two (the initial issue was not forthcoming to our editorial desk) has a perfectly swell three page story on Ernst Lubitsch, the highlight of which is the Spanish organization's joy at seeing the great director assigned to the vitally important post of Managing Director of Paramount production.

NEXT MONTH, a big blast of news detailing the magnificent exploitation work done throughout Spain on behalf of "The Lives of a Bengal Lancer." Data received from Mr. Messeri just as we went to press.



OSLO WAS INFORMED

In no uncertain terms the populace of Oslo was told of the popular importance of the Carl Brisson-Mary Ellis picture, "All the King's Horses." Here's one phase of the street exploitation in the Norwegian capital; and if that isn't the Paramount trade mark over the picture's title, there's something wrong with our eyesight.



BRILLIANT ITALIAN THEATRE FRONTS

Exhibitors throughout Italy have used great initiative and enterprise in presenting "The Scarlet Empress" to their patrons. We reproduce herewith three typical theatre fronts, the theatres in question being the Augustus Theatre in Genoa, the Cinema San Carlo in Milan and the Gherzi Theatre in Turin. We heartily commend the fine work which these displays represent.

HONG-KONG HIGHSPOUT

Pictured below and at the left is the magnificent Alhambra Theatre in Hong-Kong, China, on the occasion of showing "Cleopatra." The exterior of the house was magnificently arrayed with news about the great picture, giving large slabs of space to the cast and to C. B. DeMille. In fact, a whole panel of this display is noted along the entire side of the house. By night the theatre has one of the most magnificent illuminating systems in the entire Orient, neon lights picking out the complete outline of the building.

ARGENTINE EXPLOITATION

Already you have seen splendid proof of the effective exploitation launched in Buenos Aires on behalf of "Lives of a Bengal Lancer" at the Snipacha Theatre. Guillermo Fox, Gaucho Division's publicity and exploitation chief, was responsible for that work, just as he was for these colorful samples of exploitation on behalf of "Cleopatra."



First sample is a cosmetic tie-up in one of the most prominent establishments of B.A.



This second tie-up was effected with a foremost bookstore, in which the picture was plugged in association with several noted biographies of the famous queen.

What we have used in this issue constitutes but a fraction of the exploitation evidence sent us by Managing Director John B. Nathan, in behalf of Mr. Fox. Lack of space precluded the use of all material.

MEI WAS EEN GEWELDIGE MAAND!

De maand, besloten met deze editie van het Paramount Internationale Nieuws, was een der belangrijkste, in de geschiedenis van Paramount. Niet alleen door den grooten vooruitgang in de zaken op het Hoofdkantoor, te New York, doch tevens door de reactie van de eerste internationale Paramount conventie buiten New York gehouden.

Wij hebben veel plaatsruimte beschikbaar gesteld aan deze conventie, welke gehouden werd in Parijs, onder leiding van onze algemeen buitenlandschen tegenwoordiger, Fred W. Lange en in tegenwoordigheid van Vice-President John W. Hicks, Jr. en George Weltner. Velen uwer, wien dit blad onder oogen komt, waren op deze conventie en zijn diensgevolge beter ingelicht omtrent de bijzonderheden en verhandelingen, dan wij in het kort hier kunnen bespreken.

UN MERVEILLEUX MOIS DE MAI

(Continued from Page 13)

nous serait possible de vous les dire dans notre publication. Pour les autres Légionnaires qui n'eurent pas le plaisir d'assister à la Convention, nous espérons que ce que nous pourrions en dire, et en montrer par les photographies, les aidera à saisir l'importance d'un événement que M. Hicks nous envoie par ce câble que nous publions pages 8 et 9, appelle "Tévénement Paramount le plus inspirateur auquel il lui fut jamais donné d'assister."

Le titre de cette colonne déclare que le mois de mai fut merveilleux. Juin le sera plus encore. D'abord, il y aura la Convention Paramount Américaine, s'ouvrant à New-York le 13 juin. Alors on entendra la déclaration la plus importante à ce jour sur la réorganisation de Paramount. En outre, on nous promet l'achèvement de la production Cecil B. DeMille "The Crusades" pour ce même mois.

A cause de l'immense succès de "The Lives of a Bengal Lancer," nous tenons à vous donner à l'avance un tuyau concernant un film que l'on tourne sans tapage aux Studios à Hollywood et qui a de nombreux traits parallèles à ceux du Lancier du Bengal. Nous ne dirons pas que ce nouveau film, provisoirement appelé "The Last Outpost," le Dernier avant-poste, sera aussi magnifiquement spectaculaire que l'autre, mais il sera du même genre, possédant les mêmes éléments de courage viril. Il a comme site, la Mésopotamie et le Soudan.

Vous remarquerez que nous annonçons ce mois-ci l'acquisition par Paramount de tous les droits pour "Carmen," qui sera interprétée pour l'écran par Gladys Swarthout, étoile du Metropolitan Opera, qui tiendra le grand rôle. Nous vous informons également de l'achat de "Stormy Spring" d'Oscar Strauss, comme véhicule des talents combinés de Carl Brisson et Helen Jepson, également du Metropolitan. En vérité c'est le cas de dire que Paramount possède la plus belle collection de films chantants et musicaux de la saison nouvelle.

Voor hen, die de conventie niet bijgewoond hebben, geven wij in deze editie een overzicht en foto's van, zooals de Heer Hicks in zijn telegram zei, 'het meest opbeurende evenement, dat hij zich kan heugen.'

Groote gebeurtenissen in Juni. Ten eerste de Paramount Conventie voor Amerika, welke 13 Juni, te New York een aanvang neemt. Ten tweede een nieuwe, belangrijke stap in de reorganisatie van onze maatschappij en ten derde, de voltooiing van 'The Crusades' de nieuwe Cecil De Mille productie.

Het buitengewone succes van 'Lives of a Bengal Lancer' in aanmerking genomen, vestigen wij Uwe aandacht op een soortgelijke film, voorloopig getiteld 'The Last Outpost,' die zonder veel publiciteit en film fanfares in Hollywood wordt vervaardigd. Ofschoon niet zoo grootsch van opzet als 'de Lancer' is die nieuwe rolprent in menig opzicht met de 'Lancer' te vergelijken. Ook deze film ligt mannenmoed ten grondslag. Het stuk speelt

MAJ VAR EN UNDERBAR MANAD

Den månad, som avslutas med detta nummer av Paramounts Internationella Nyheter, var en av de viktigaste i Paramounts livshistoria. Inte endast såg denna månad viktiga steg framåt i bolagets tecken i New York, utan också de framsteg, som visats, i de första internationella mötena hållna utanför New York.

Det mesta i detta häfte behandlar allt, som hände, under det stora mötet i Paris med generaldirektören för utlandet, Fred W. Lange, och under närvaro av Vicepresidenten John W. Hicks Junior och George Weltner. Ett flertal av dem, som voro närvarande vid detta möte, läsa just nu detta häfte och veta naturligtvis mer om allt i detalj, än vad är möjligt för oss att trycka. Men för de legionärer, som inte voro så lyckligt lottrade, hoppas vi att vad vi delgiva i samband med det bildmaterial vi visa, kunna få ett rätt så bra intryck av det möte, som Mr. Hicks i ett radiogram på sidorna åtta och nio kallar "det mest inspirerande Paramountmöte, han någonsin bevistat någonsans."

Overskriften över denna artikel påstår, att månaden MAJ var en underbar månad. JUNI kommer att bli ändå mera underbar. Först av allt Paramounts amerikanska bolagsstämma, som börjar i New York den 15 juni. Vid detta möte komma vi att

delgiva de allra viktigaste reorganisationsnyheterna. Och vi äro lofvad att Cecil B. DeMilles filmverk, "The Crusades," skall vara fullbordad denna månad.

Till följd av den oerhörda framgången av "The Lives of a Bengal Lancer," meddela vi er så här i fövåg, att en film, som blir på många sätt lika denna, göres i all tyshet vår Hollywood atelje. Vi vilja påstå att denna nya film, som föögonblicket kallas "The Last Outpost," kommer att bli lika storartad som "The Lives of a Bengal Lancer" men den blir i samma genre med samma fina uppvisning av manligt mod. Dess scener äro alla lagda till Mesopotamien och Afrikanska Sudan.

Som ni ser, annonsera vi denna månad all äganderätt till "Carmen" för Paramount exklusivt med stjänan från Metropolitan Opera, Gladys Swarthout, sjungande huvudrollen i filmen. Vi delgiva eder också med glädje, att vi ha köpt "Stormy Spring" från Oscar Strauss, för Carl Brisson och Helen Jepson, den senare också från Metropolitan. Det ser otvivelaktigt ut, som om Paramount skulle kunna lova eder de allra bästa sång—och musikfilmerna för de kommande säsongen.

Vi hoppas verkligen att ni alla upmärksamma, att Carl P. Yorks skandinaviska vikingdivision håller frånsta rummet i vår tävlan, med Tor Cockranes irländska brigad i andra plats. Dessa båda brigader äro bädd två över quotan.

MAIO FOI UM MEZ ESPLENDIDO

O mez a que se reporta esta edição do Paramount International News foi um dos mais importantes na historia da Paramount. Não só durante os seus dias se realizaram feitos de relevancia na vida interna da companhia, como fóra de Nova York viu reunir-se o nosso concorridissimo congresso de legionarios estrangeiros.

Uma grande parte da presente edição é dedicada ao noticiário desse grande congresso, que se reuniu em Paris sob a presidencia do nosso representante especial na Europa, Mr. Fred W. Lange, a que também compareceram o vice-presidente Mr. John W. Hicks e Mr. George Weltner! Muitos dos nossos amigos, que estiveram presentes áquella importante reunião, guardam de memoria uma enormidade de factos e impressões que as nossas paginas jamais poderiam comportar. Mas é para os legionarios menos afortunados, que não participaram desse congresso, cognominado por Mr. Hicks como um acontecimento de alta inspiração, que inserimos as notas adeante publicadas.

E se Maio foi um mez de alvise

in Mesopotamié en in den Soedan.

Elders in dit nummer zult U een aankondiging aantreffen van het verwerven van alle filmrechten op de opera 'Carmen.' De titelrol zal gezongen worden door Gladys Swarthout van de Metropolitan Opera, in New York. Bovendien heeft Paramount aangekocht 'Stormy Spring' van Oscar Strauss, voor Carl Brisson en Helen Jepson, eveneens van de Metropolitan Opera. Paramount trekt dus gewapend te veld gewapend met een groote reeks muzikale films.

careiros acontecimentos para a nossa marca, o mez de Junho será ainda de maior brilho, porque nel se realizará a grande convenção norte-americana da Paramount, qual terá início no dia 13, em Nova York. E sobre isso virá outro esplendido acontecimento, que a estreia em sessão especial da soberba produção de Cecil B. de Mille—"As Cruzadas," ansiosamente esperada por todo o mundo.

Tendo em vista o enorme exit alcançado pelo filme "Lanceiros da Índia," queremos chamar a atenção de nossos amigos no exterior para outra produção que promet collocar-se ao lado daquella. Experimentalmente chamado "The Last Outpost," este filme, que se acha no momento em produção em Hollywood, contém os mesmos lares de coragem e virilidade de "C Lanciros," embora não possa o tentar a sua magnificencia encantadora.

Como adeante anunciamos, Paramount acaba de adquirir o direitos de reprodução de "Carmen," na qual trabalhará Gladys Swarthout, estrela do Theat Lyrico Metropolitano, como primeira dama do elenco. Outros comunicamos que a nossa marca tem os direitos de reprodução de peça lyrica "Stormy Spring," de Oscar Strauss, a qual será filmada com Carl Brisson e Helen Jepson, também do Metropolitano. São noticias estas que demonstram que a Paramount está se municiando dos melhores elementos musicais para a entrante temporada.

Quanto ao nosso Concurso, peis ver que Carl P. York levou sua divisão de Vikings á posição que ainda mantém, estando To Cochrane e seus irlandeses no segundo lugar. Ambas estas divisões estão trabalhando agora acima da quota.

Paramount INTERNATIONAL NEWS

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VOL. 2
No. 7



NEW YORK
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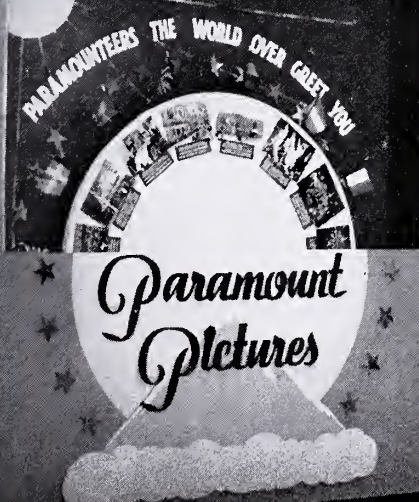


ADOLPH ZUKOR



JOHN E. OTTERSON

THE SUN NEVER SETS ON PARAMOUNT



dedicated to the Glory of a far Greater Paramount



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

Vol. 2 July, 1935 No. 7

REMARKABLE COMPLIMENT TO "BENGAL LANCER" IN POLAND

Manager M. Czaban has written us from Warsaw to the effect that "The Lives of a Bengal Lancer" has been screened at the Presidential Palace at the express request of President Moscicki.

"Bengal Lancer" was also the last picture screened before the late Marshal Pilsudski who, giving full credit to the film, suggested that it be seen by the members of the Army and screened in all military schools. As a result, the Paramount office is already in possession of a letter from the War Office requesting that arrangements be made for military school playdates.

STOP-PRESS FLASHES

Paris Convention issue of "La Paramount Francaise" just received. A magnificent publication, mirroring a magnificent event. One hundred copies received by New York have been widely distributed within the organization. Congratulations to all concerned with issue.

Arthur Hornblow, who will produce Kipling's "The Light That Failed," has flown from Europe to Egypt to visit the locales in the Sudan of which Kipling wrote. He is making completely sure that we get a worthy successor to "The Lives of a Bengal Lancer."

Victor McLaglen will be Mae West's leading man in "Klondike Lon."

Due to pressure of convention material we still have a number of most interesting stories which have been crowded out of this issue. Look for them next month, along with the sensational result of the January-June Quota Contest—and another announcement that should bring equal joy to the hearts of you all.

CONVENTION ADDRESSES OF ADOLPH ZUKOR and JOHN E. OTTERSON

Saturday afternoon of the Convention session was one of the most colorful, dramatic and historic of all events in the long history of Paramount. This occasion marked the elevation of Mr. Zukor to the chairmanship of the Board of Directors and the introduction of Mr. Otterson as President of Paramount Pictures, Inc. Mr. Schaefer first introduced Mr. Zukor as a man we have all grown up with and for whom we have an undying affection.

MR. ZUKOR'S SPEECH

The man whose name has symbolized Paramount throughout the world for so many years began his deeply sincere address by expressing heartfelt appreciation for all those who had supported him so loyally and so indefatigably during the three stern years of Paramount hardship. He told his audience that the day is coming close when the company will be turned from the trustees to the directors and he felt in his heart that everyone of his listeners knew how much this meant.

Then he told his audience quite frankly how he felt about the change which was to be produced by Mr. Otterson becoming president and he becoming chairman of the board of directors. He said that he was extremely well satisfied because he felt perfectly that all of the problems that came up in connection with the management of the company would be looked after by the president, while he would be able to devote his time to production. He had wanted to do this very thing four or five years ago, but that it had never worked out then. Now he is certain that with the company having at the helm the man that our directors have chosen, every man in the organization will do his job splendidly and that there will be no politics. He told every man and woman in his audience that their loyalty is to Paramount and to Paramount only.

Then Mr. Schaefer stated that it was his privilege to present the new president, a man who has been no stranger within our midst, or even to the film industry, for in his previous capacity he had been in a position to study very closely every phase of the industry.

MR. OTTERSON'S SPEECH

It was Mr. Otterson's immediate hope that five years from now he

might command the same wealth of sincere applause which Mr. Zukor's splendid speech evoked. He was not hesitant in stating that the moment of his facing his audience was a difficult one for him as well as for that audience. He knew that he has certain adjustments to make even as his audience does, but he felt positive that in the long run these adjustments would be made. Going back over history he told of the earlier proposals which had been made to him to assume this new position with Paramount. Always he had declined these but finally, backed by a set of stipulations, he had decided to accede. The chief of these stipulations was that Mr. Zukor would approve his nomination. He has been associated with Mr. Zukor for seven or eight years, always on a friendly basis and he said with straightforward sincerity that he would never undertake any job if accepting it meant injuring Mr. Zukor. He has definitely only one thought in mind where Mr. Zukor is concerned, and that is to help him.

From this point on he paid a succession of tributes that did everybody's heart good to hear, and it was his contention that no organization could carry on as Paramount has done during the past two and a half years and still remain the leader of the industry were it not for the great love of Organization and the great love of Mr. Zukor which every Paramounteer has.

He then proceeded to give what every man and woman present knew to be a statement of his policy so far as his position of president of Paramount is concerned. This statement was so sincere, so clear and so straightforward that none could misinterpret any word of it. We give you herewith, between quotation marks, the highlights of this statement:

"I am proud of my Paramount

ADDING THE "SCHAEFER DIVISION" TOUCH TO A GRAND DEAL

This is a story that we are permitting to tell itself through the medium of a letter from Division Manager Gus J. Schaefer to Mr. Hicks in New York. The story itself pays a magnificent tribute to the esteem in which Paramount, Mr. Foldes and the Paramount organization are held in Hungary. Here it is, in Mr. Schaefer's own words:

"Mr. Foldes informed me over the telephone that he had sold for first run Budapest everyone of the pictures which we have announced for release in the first group of our 1935/36 schedule for Hungary and had placed the product in the best theatres in Budapest and this without screening one foot of film for the exhibitors.

"I might advise you that it has not been our good fortune to be able to do this for the last three years as the exhibitors have insisted upon screening before closing. I am convinced that the Budapest first run exhibitors can recognize a 'Paramount Record Year' when they see one in the offing. All of which leads me to the conviction that the season 1935/36 is going to be a 'Paramount Record Year' insofar as the territory, for which I am responsible, is concerned."

association. I am retaining connection whatsoever with telephone industry and I here a Paramount man, I mind and committed to various understandings. I am to judge every situation merits, unprejudiced for or against any individual and bound political policies. I expect to no hasty decisions about any I shall just try to do my job by judging every man and department on their merits. a believer in what is known executive management. By mean the placing of a man position of responsibility expecting him to handle it without interference, to the of his ability. I want to see every man in the organization my associate rather than subordinate."

Mr. Otterson's complimentary tributes were not attributed to Mr. Zukor. He has known Schaefer for many years and relations with him have always been most amicable. He believes that Schaefer occupies the position of leadership amongst film salesmen of this industry. He has his listeners that Mr. Zukor has mentioned specifically certain men who had done great work for Paramount. All of these men Mr. Otterson personally and agrees with Mr. Zukor on their qualifications.

He said in conclusion that he wanted to give every man full reward, by office and by promotion the work that they do for Paramount. And he said in conclusion: "I most emphatically urge you to continue your loyalty and loving support for Adolph Zukor."

C. B. DeMILLE

The final speaker of the Saturday afternoon session was the president of THE CRUSADES who spoke first of all about the picture and then to the audience were shortly to see a picture about SAMSON AND DELILAH.

First of all, however, Mr. DeMille voiced the sentiments of the studio with regard to the fact that they all have for Mr. Zukor the feelings of loyalty which owe to Mr. Otterson. So far Mr. Zukor is concerned, every man and woman on the lot has always loved him and always will. They realized now that no man could take that load forever and that it was for him to take things a little easier and to allow somebody else to carry the load. The fine thing Mr. DeMille said in advance of THE CRUSADES were most amply substantiated when that picture was screened. Of this more on another page.

And so the screening of THE CRUSADES, a picture which cost almost to the penny was TEN COMMANDMENTS which is unquestionably the picture to carry the Paramount mark, brought to an end the first session of Paramount's most important convention.

PARAMOUNT IS RE-BORN!

Paramount's 1935 Convention at the Waldorf-Astoria Hotel in New York City, June 13, 14, 15, made history in more complete fashion than any other similar meeting on record. Fundamentally it was serious rather than demonstrative, sincere rather than vociferous, but that it had a profound importance for every Paramounteer everywhere was not lost sight of for an instant. It was above all a Paramount company gathering: Paramount International did not attend in any guest capacity but as an integral part of the re-born Paramount.

In every sense it was a magnificent occasion, building steadily through the meetings of Thursday and Friday to the grand climax on Saturday afternoon, wherein Mr. Zukor was elevated to the Chairmanship of the Board of Directors, Mr. John E. Otterson won his way to the hearts of all assembled Paramounteers with his sincerely voiced acceptance of the Presidency, and everything was thereupon climaxed by a screening of "The Crusades." Surely no other day could possibly be quite so eventful.

It has been our experience in the past that in the task of giving all of you Paramounteers the world over a word picture of exactly what transpired at each and every convention, either here or in Paris, the simplest formula consists of a chronological record of events. Thus, briefly but we hope concisely, we will attempt to give you, scene by scene, subject by subject, and incident by incident, an account of what transpired from the time the "curtain rang up" on Thursday morning, until the final happy fade-out at midnight on Saturday, June 15th.

You are reminded that the scene is the Jade Room of the Waldorf-Astoria in New York City. The time is, at the beginning, 9:30 a.m., June 13th. Knowing which, you will be gratified to know that the first remark of General Sales Manager Neil F. Agnew, who presided throughout, was a message of welcome and gratification at having Mr. Hicks and his International Legionnaires present as a definite part of the Convention. He introduced Division Manager J. J. Unger, who presented the various prizes won by the Domestic sales force during the 3-1-1 contest held the first three months of this year. In turn, Division Manager Charles Reagan introduced the new members of the 100% Club, which institution, now in its twelfth year is looked upon not only as a medium for the development of salesmen but also as a builder of organization manpower. To date, 195 appointments have been made from the membership of this Club, and 32 of the Company's present executives are graduates.

Mr. Agnew then struck a note in answer to the ever-present query in the mind of every delegate: what about the Company's reorganization?

He introduced, for the purpose of telling the story, the man whom he claimed has done more to bring the reorganization about than any other Paramounteer — General Manager George J. Schaefer.

Reorganization Story

Beginning on a sentimental note, recalling those happy days when he, too, was just one of the delegates, mingling with all the boys and swapping stories without any tough care in the world, Mr. Schaefer soon swung to a serious note in recalling that this was the 19th Annual Sales Convention. More than this, it marked a definite turning point in the history of our Company. We have been through some pretty rough water the past four years, but the happy circumstances of today make all that a thing of the past. Thanks to a thorough organization of our manpower in the past, we were able to withstand many profound shocks which would have sunk organizations not so well prepared, and it became our task to maintain, through our manpower, the respect of all the sales organizations within the film industry.

Home Office never lost sight of the

WE'LL NEVER FORGET

As at the great Paris Convention of a month ago, Mr. Hicks began his New York address with a tenderly affectionate reference to the memory of Mr. E. E. Shauer.

Also not forgotten was the memory of Division Manager Stanley Waite, the anniversary of whose death was the starting day of the Convention. General Sales Manager Neil Agnew in this instance paid reverence to the memory.

fact, said Mr. Schaefer, that throughout all of these dark days the men in the field, in all parts of the world, were assailed by doubts and fears; and so it was a remarkable tribute to the sanity, wisdom and loyalty of all of these men, Paramounteers all the time, that they never lost their heads, no matter what the rumors. He went on to tell of the various stages that Paramount went through, at first down grade through receiverships and other legal institutions, when executives at Home Office were literally punch-drunk from the barrage of blows striking at them from all quarters, and so on through darkness until a plan of regeneration had been evolved. This plan called for the recognition of three major problems, (a) the sustaining of the fact that business had to go on, (b) the salvage of everything worth while from the legal jungle, and (c) the avoidance of entangling politics. In detailing how these three points were magnificently realized, Mr. Schaefer paid glowing tributes to the indefatigability

of Messrs. Lynch, Keough, Freeman and Gowthorpe.

As a result of all of these labors, we have had restored to us practically every theatre we ever had, minus only those which would not have become worth while assets. We have also gained a magnificent asset in the manpower of those exhibitor-partners who are operating these theatres for us.

Mr. Schaefer also told in figures how the Company's cash assets have multiplied, and of how the Company's bonds have improved tenfold over their value at the time of the low-water mark in our history. He further illustrated how we were then the stepchild of the film industry, whereas we are today the pride of the entire business, and the envy of our competitors. Credit for this, he claimed, did not belong to any one man, or group of men, but to the teamwork of all Paramounteers.

His tribute was not confined to the Domestic Department alone, but embraced the International Corporation, naming specifically Messrs. Hicks, Weltner and Eugene Zukor for their indefatigability in helping sustain Paramount morale and cooperation throughout the world.

All of these facts (and there were many more than we have the space to mention) have contributed to Paramount's reorganization, permitting us to pay our creditors everywhere one hundred cents on the dollar. On June 17th, he said, the formal papers releasing Paramount from bankruptcy and the custodianship of trustees would be signed (the prophecy proved correct), and from out of it all he knew that a bigger and better Paramount would emerge.

His very significant, very encouraging and very powerful address came to an end with the statement that we have survived because of the men who faced him in the room, and the men and women throughout the world whom they represented. Paramount in the future will rely more and more upon them all: they have the Company's future at stake because nothing can more quickly depreciate a company's capital than a depreciation of its manpower.

MR. HICKS SPEAKS

The Foreign Legion's leader began his address with thanks to Mr. Agnew for the privilege of attending this convention. His thanks were continued to Mr. Zukor and Mr. Schaefer for the confidence they have had in him in entrusting to his care all foreign activities. Mr. Hicks felt in standing before these men just as he had felt in Paris, that he was humble before such a body of men who had performed such great achievements, not only in sales and distribution, but also in the maintenance of morale.

He took this opportunity of publicly expressing his thanks to all

(Continued on Page 5)



FOR PARAMOUNT INTERNATIONAL'S SESSION

The speakers' table just before Mr. Hicks began his address. Left to right are Messrs Neil Agnew, J. J. Unger, George J. Schaefer, John W. Hicks, Jr., and Charles M. Reagan. Curtained at back is the photograph of the Paris Convention, which Mr. Hicks later unveiled.

The Crusades



We have in our time seen many great Paramount Pictures. We have written and spoken much in praise of these films and have delved deeply into the realm

of words and praises in order to do our sentiments justice. But now, as Paramount enters a new era of greatness, and as we embark upon triumphs and achievements such as the past has never known, we find matching step with us a picture for which there seem no words great enough to do it justice, no power of human description (short of seeing the film itself) strong enough to tell of its majesty, its glory, its sheer inspiration. Climaxing as it does the re-birth of our organization, it at the same time climaxes all directorial genius ever displayed by its master creator, Cecil B. DeMille. We believe, unreservedly, that it is the most magnificent picture ever to carry the Paramount Trade Mark; and we pledge you in advance that its sublime magnificence will thrill and delight the entire world.

CONVENTION NEWS RINGS AROUND THE WORLD

(Continued from Page 3)

the members of the Foreign Department in Home Office who have given him such loyalty, support and advice in his tenure of office as head of the International Corporation. Undoubtedly his greatest expression of admiration was extended to Mr. Schaefer who has displayed such undying courage and tirelessness during the terrific days and nights of company reorganization. Mr. Schaefer, said Mr. Hicks, had never been too busy to see him in connection with the many problems which have come up and if he could not see him in his office, he saw him in his home or anywhere else that was convenient.

Our leader also used this opportunity of giving the boys in the Domestic Department an idea of the great manifestation of the Paramount spirit that was expressed at the Paris Convention. He told them how he had found the same loyalty and steadfastness which characterizes Paramount activities in this country. He regretted very much that it was not possible to have all of our overseas Paramounteers present at the Convention, but knows that they were all present in spirit.

It being Mr. Hicks' contention that we are still in the show business, he used this fact for a dramatic unveiling of the photographic enlargement of the Paris Convention which is shown on another page. He indicated every man in the group to the audience, calling each one by name. Then, because of the international nature of this group, he gave his listeners a brief outline of the political, physical and other barriers which we have to overcome in order to distribute our product abroad. All this was but a preview to a tribute paid to all of our offices by virtue of the fact that despite all of these barriers we always seem to solve our problems. This fact, he said, is brought about because our manpower abroad is the same fine type of manpower found wherever you find Paramount.

He then introduced George Weltner, a Paramounteer who had known only one job, that of serving Paramount. He has been with the company since leaving college and Mr. Hicks called him "my own right hand."

GEORGE WELTNER — Mr. Weltner's speech is reprinted in part elsewhere in this issue.

Mr. Hicks then introduced Eugene Zukor and spoke of the very great pleasure he had had in travelling with Gene in Europe.

EUGENE ZUKOR — The very finest respects of this speaker were paid to Mr. Schaefer. "If anybody has preserved Paramount," said Eugene Zukor, "it is George Schaefer." Gene went on to say that he has worked at one time or another for practically everyone in the room, but the greatest of them all was John Hicks. He calls himself "the oldest employee of Paramount," having been with the company since 1905. He went on to tell of his early days with the company and ended up his remarks with a dramatic statement concerning the new changes at the



Hands Across the Seize!

CONTEST STANDING

As of the end of May, 1935

DIVISIONS			COUNTRIES	
Now	Last Month	Name	Position	Name
1st	3	GRAHAM	1	JAPAN
2nd	1	YORK	2	SWEDEN
3rd	6	KENNEBECK	3	GERMANY
4th	2	COCHRANE	4	CUBA
5th	7	SCHAEFER	5	HUNGARY
6th	4	KLARSFELD	6	GREAT BRITAIN
7th	5	MESSERI	7	JUGO-SLAVIA
8th	9	PRATCHETT	8	ROUMANIA
9th	11	SUSSMAN	9	AUSTRALASIA
10th	13	NATHAN	10	DENMARK
11th	8	BALLANCE	11	CZECHO-SLOVAKIA
12th	12	DAY	12	FRANCE
13th	10	ABOAF	13	SPAIN-PORTUGAL
14th	14	DEL VILLAR	14	LATVIA
			15	COLOMBIA
			16	AUSTRIA
			17	PHILIPPINES
			18	ARGENTINA
			19	CHINA
			20	INDIA
			21	BRAZIL
			22	ITALY
			23	PANAMA
			24	FINLAND
			25	NORWAY
			26	GUATEMALA
			27	PORTO RICO
			28	MEXICO
			29	POLAND
			30	PERU
			31	HOLLAND
			32	URUGUAY
			33	CHILE

NOTE: Those divisions and countries indicated in heavy type were over quota as of the end of May.

head of administration and of how happy his father was over the new arrangement. These remarks brought thunderous cheers from the audience.

AUDLEY MORAIS — Mr. Hicks introduced Mr. Morais, our exhibitor-partner from Jamaica, who presented "the unusual spectacle of a satisfied exhibitor." Mr. Morais claims, and his claim is substantiated, that he has played every Paramount picture ever made.

JOHN E. KENNEBECK — Mr. Hicks gave John E. Kennebeck a magnificent send-off and in turn the managing director from Australia paid tribute first of all to the great opportunity Mr. Hicks had given him and then to the superb organization carrying on the business during his absence and headed by William Hurworth and James A. Sixsmith. He read a cable jointly signed by these two and the fine message it brought resulted in applause from the audience. Kennebeck advised that his division was now third in the contest, but since kangaroos are good leapers, he expects to jump over the two ahead of him before the contest ends. He concluded his remarks by saying that if Mr. Hicks continues to express the same confidence in the blue Ribbon Bunch as he now does, their current record-breaking business will be the least they will do.

JASPER RAPOPORT — Mr. Hicks told the audience that George Weltner had given them an outline of how new manpower was brought into the organization and trained. Jasper Rapoport, he said, is a product of that system and has made good in sensational fashion. Rapoport went on to tell a little of his work in Central America and of his introduction to turbulent Cuba. He also thanked Milt Kussel, Frank Meyer, and George Weltner and others for the help they had given him in preparing him for the foreign field. He also thanked Mr. Hicks for his confidence in him and concluded his remarks by reading a cable in Spanish, later translated into English, from his staff in Havana.

DR. HANNS GORDON — Mr. Hicks told of how fortunate it was that Dr. Gordon had arrived in New York on the very day that the convention opened. Dr. Gordon, in turn, told of how he had always dreamed of being present at a Paramount convention and of how magnificently his dream had come true. He added that the Paramount spirit he found everywhere in Home Office would certainly be carried back by him to Berlin.

TED PIERPOINT — The manager from Cristobal gave an expression of thanks to John Nathan for having brought him into Paramount and he also thanked everybody in Home Office for the grand cooperation they had given him since that time. To Mr. Hicks he conveyed the good wishes and admiration of the entire Panama staff.

MR. HICKS CLOSES — It was a matter of regret to Mr. Hicks that he could not have present all of the boys from all over the world.

(Continued on Page 7)

Predicted Smashes for 1935-1936

Here they are!—Tiny glimpses of mighty pictures. Count them! 26! One every two weeks. Not one a year, or one a month—but twenty-six great pictures in just one year. Twenty-six that we know of now, to say nothing of the other great ones that will be introduced into the programme of 1935-36 as opportunity or circumstance permit. And also, to say nothing of the great regular features which will be interspersed with these outstanding pictures at an average of slightly more than one a week.



THE PEARL NECKLACE. Marlene Dietrich's next great picture, co-starring Gary Cooper. Frank Borzage directing.

ANYTHING GOES. Co-starring Bing Crosby, Ethel Merman, and another great comedian. Musical Broadway success.

THIRTEEN HOURS BY AIR. Epic romance of air transportation. Carole Lombard and others. A great actionful spectacle.

LET'S GET MARRIED. Joyous teaming of Sylvia Sydney and Fred MacMurray in a modern comedy romance.

INVITATION TO HAPPINESS. Marlene Dietrich's second film on the programme. Colorful. Directed by Milestone.

SONG OF THE NILE. Jan Kiepura's first American film, packed full of melody and romance. Directed by Frank Tuttle.

ONE WOMAN. Claudette Colbert's most daring role to date. To be directed by Wesley Ruggles, who made "Gilded Lily."

THE LIGHT THAT FAILED. Kipling's immortal romance, as great in scope as "Bengal Lancer." Gary Cooper starred, Hornblow producing.

GENTLEMAN'S CHOICE. Who else but Mae West? Her second picture of the new programme, made with world appeal.

WAIKIKI WEDDING. Much of this Bing Crosby picture will be filmed in Honolulu. All Hawaii's singing, swaying appeal.

NATIONAL VELVET. The year's best-seller will be made into a horserace classic. Cast announcement will amaze.

SAMSON AND DELILAH. Cecil B. DeMille's picturization of the great Biblical romance publicized for 3712 years.

CARMEN. A musical treat par-excellence. The great story of Bizet's opera, filmed magnificently with Gladys Swarthout.

THE CRUSADES. We've told you a lot about this DeMille epic in this issue, but the fact is that we cannot tell you enough.

THE LAST OUTPOST. One of our prime enthusiasms of the year. Grant, Rains, Michael in successor to "Bengal Lancer."

PETER IBBETSON. Gary Cooper and Ann Harding starred in Henry Hathaway's production of the DeMaurier classic.

WANDERER OF THE WASTELAND. As much more than a Western as was "Wagon Wheels." Henry Hull starred.

THE BIG BROADCAST OF 1935. A great television comedy-drama, with Tauber, Vienna Choir and many international acts.

EVERY NIGHT AT EIGHT. Wanger's production of a radio comedy-drama, with George Raft, Alice Faye and music.

SO RED THE ROSE. Margaret Sullivan, Pauline Lord, Randolph Scott and others in a picturization of a national best-seller.


HANDS ACROSS THE TABLE. Carole Lombard in a romantic comedy of the type Carole does so well.

ROSE OF THE RANCHO. Operetta debut of Gladys Swarthout, with John Boles, Charles Bickford, H. B. Warner and others.

CORONADO. All pulchritude and a mile wide. A beach, beauty and melody opus. Plenty of international eyes will open.

THE MILKY WAY. A new Paramount-Harold Lloyd film, which should mean plenty. Adolphe Menjou is with Harold.

A BRIDE COMES HOME. Claudette Colbert and Fred MacMurray re-teamed in the same "Gilded Lily" fashion.



KLONDIKE LOU. Mae West goes after the goldminers of Alaska, and what she leaves is nobody's pickings.

THE CONVENTION THAT WROTE PARAMOUNT HISTORY

(Continued from Page 5)

ear, he did have them prescables and he proceeded to all of the cables which you had reprinted elsewhere in issue. He told his listeners of the International Corporation's vision of all that the company had gone through during the past years. We took it on the same as the domestic and our only one thought, saving ourselves personally, is we can do to help Paramount a greater Paramount. We're everything in our favor and the greatest of these is manpower. A commodity which money can buy or equal and it has is the greatest manpower in the world and about the world.

* * *

Agnew then resumed the ship of the meeting and told how glad they always are to be from the International Corporation. He recalled the time when he met Mr. Schaefer if he could be in India and of how the very week he was made a salesman in Milwaukee, U.S.A.

Then took up the importance of features and introduced Lou, who in turn spoke about various forms of short features. He will have the coming season of the highspots of this will be a two-reel short in color Technicolor entitled "Sinner's Sailor" with Popeye as Sin-

Diamond paid tribute to the ability of Fred Waller, in the production of shorts, to Albert J. Richard, as editor of Paramount News.

Richard gave a remarkably address in which he outlined the plans for a new and finer Paramount News.

Schaefer closed this first day's with thanks to Messrs. Diamond, Richard and others for their fine new program of short shorts.

The meeting then went to a screen- several short features, included which were the original tests in Jepson and Gladys Swarthout. All of the delegates thought these two women had virtually all the opportunities of becoming standing singing stars of the

Second Day

morning of the second day was to Mr. Schaefer's review of the year's product and an appraisal of the forthcoming line-up of the forthcoming season which about ended he cited the fact that a total of 57 major pictures will be produced by all of the studios; of these 17 will be Paramount with our nearest competitor having 13. He added that it is a general opinion throughout the industry that Paramount is again leading the parade. In other words, Paramount is Parade-mount.

His next speech phase was vitally important, in that he officially informed his listeners that Messrs. Schaefer and Hicks are confirmed in their studio posts, and that it was his privilege re-



THE MEN FROM OVERSEAS. Here are the delegates who attended the Convention from across the ocean. Left to right: John E. Kennebeck, Australian managing director; John B. Nathan, managing director of the Argentina territory; S. E. "Ted" Pierpoint, Cristobal, Canal Zone, manager; Jasper D. Rapoport, manager for Cuba; Dr. Hanns Gordon, Berlin Branch manager. Fortunate coincidences during leave of absence brought Messrs. Gordon and Pierpoint to New York City at the time of the Convention.

cently to be at the Studio and to find everything there geared up to a wonderful pitch. He gave highlights in the fifteen-year career of Henry Herzbrun with our organization, and stated that in Ernst Lubitsch we have one of the finest production minds in the entire world. (Don't we know it!)

Highlights of New Product

All offices have since received copies

proved to the satisfaction of all concerned that, personality by personality, we have a stronger line-up than even our most-quoted competitor. Get out your pencil and paper and you will see this to be a fact, too.

Then he tackled the announcement book, picture by picture, and quarter's releases by quarter's releases. It was a fascinating session, and from it came the conviction that our 1935-

fore we are good and one-hundred-percent ready. He closed his session with some further laudatory remarks concerning the International Corporation's marvelous showmanship sense, and appealed to the Domestic Department to this year give as good an account of their appreciation of Paramount Week as some of the overseas offices have done in the past.

HIGHLIGHTS OF THE 1935-36 PROGRAMME

Cecil B. deMille will make "Samson and Delilah," with one of the most sensational casts in history.

There will be two Marlene Dietrich pictures, one directed by Frank Borzage, one directed by Lewis Milestone. Gary Cooper will co-star in at least one of the pictures.

Frank Capra will definitely direct one film for Paramount.

We will have pictures starring Harold Lloyd, Jan Kiepura, Gladys Swarthout, Helen Jepson; and our programme will include more great musical films than any other three years combined.

of the announcement books, so know the details of all pictures announced to the delegates. However, in addition to these announcements there was one in particular which brought cheers: Frank Capra is to make one picture for Paramount this forthcoming year. The associate producers remaining with us are LeBaron, Glazer, Hornblow, Sheldon, Hurley, Lewis, Henigson and Wanger.

Mr. Schaefer then boldly approached the subject of Paramount's star and featured player power, and

36 line-up far outsparks any other year within memory.

Selling Policy

The afternoon of that second day was devoted to Mr. Schaefer's exposition of the new policy for selling, official details of which will reach all Paramount International executives concerned through communications from Mr. Hicks. It was his contention that in "The Crusades" we have the greatest film of all time, and that we must value this property accordingly and not release it anywhere be-

EXCERPTS FROM GEORGE WELTNER'S CONVENTION ADDRESS

"Mr. Hicks has spoken to you at length regarding our greatest asset: **PARAMOUNT MANPOWER.** The power and strength of Paramount's far-flung business rests upon the shoulders of our **LEGION**, which shoulders have carried the business in good years and lean with the same uncompromising effort and the same brilliant results. These Legionnaires know only one law and one creed, and that is to move forward in the name of **PARAMOUNT** with energy, with integrity, and with absolute loyalty to their organization.

"During the last decade, our employment turnover has been very small, indeed; and whatever changes there have been in the organization have occurred largely through retirement and similar causes. It may interest you to know how we fill in these positions at the rare intervals of occurrence.

"In order to give our loyal men in the field not only security of position

(Continued on Page 11)



INFORMAL CONVENTION SHOTS. The International Corporation's lunch table, with Messrs. Hicks, Audley Morais and Eugene Zukor. In the centre are Messrs. Schaefer and Hicks chatting with Atlanta Branch Manager Dave Prince. At right in the background are Messrs. John E. Kennebeck, Albert Deane and George Weltner. Messrs. Hicks and Morais in the foreground.

M O R E

FROM "THE BULLDOG
DIVISION"

GREETINGS TO THE CONVENTION FROM PARAMOUNT OF GREAT BRITAIN STOP THIS IS THE FIRST CONVENTION AT WHICH WE HAVE NOT BEEN REPRESENTED PERSONALLY FOR MANY YEARS PAST BUT WE WANT YOU ALL TO KNOW THAT WE ARE WITH YOU IN THOUGHT SPIRIT AND DETERMINATION STOP WE PAY OUR RESPECTS TO THE NEWLY BORN PARAMOUNT PICTURES INCORPORATED AND ASSURE ALL OFFICIALS WHETHER OLD OR NEW OF OUR CONTINUED LOYALTY TO PARAMOUNT AS AN INSTITUTION STOP WE HAVE STEADILY AND CONSISTENTLY ATTEMPTED TO HOLD OUR PART OF THE FIRING LINE DURING THE PERIOD OF UNFORGETTABLE DIFFICULTIES AND WE NOW STAND SHOULDERS TO SHOULDER WITH ALL PARAMOUNTEERS THROUGHOUT THE WORLD EAGER FOR THE ONCOMING ADVANCE WHICH WE FEEL CONFIDENT WILL PUT PARAMOUNT BACK INTO THE PREMIER POSITION IN THIS INDUSTRY WHICH IS RIGHTLY HERS BY REASON OF FOUNDATION PRINCIPLES GOODWILL HONOURABLE DEALINGS PAST PERFORMANCES AND STEADFAST BELIEF IN OURSELVES.

JOHN CECIL GRAHAM.

CONTINENTAL EUROPE
SPEAKING

CONVEY HEARTIEST GREETINGS ALL PARAMOUNTEERS AT CONVENTION STOP WITH REORGANIZATION COMPLETED WE ALL FEEL GREATEST CONFIDENCE FOR COMING SEASON STOP WE CLAIM AT LEAST FIRST TWO PLACES IN INTERNATIONAL DRIVE FOR NINETEEN HUNDRED THIRTYFIVE STOP CONFIRM OTTERSON ZUKOR SCHAEFER FULL COOPERATION AND SUPPORT OF CONTINENTAL DIVISION REGARDS.

—LANGE.

THE FAR EAST

SINCEREST WISHES AND CONFIDENT EXPECTATION THAT THE PRESENT SITTING CONVENTION BY ITS SUCCESS WILL MARK OPENING GREATEST PERIOD IN HISTORY PARAMOUNT ORGANIZATION REGARDS.

GROVES.

GERMANY AND
CENTRAL EUROPE

PARAMOUNTEERS OF GERMANY HOLLAND AUSTRIA HUNGARY CZECHOSLOVAKIA YUGOSLAVIA ROMANIA POLAND AND BALTIC STATES EXTEND PARAMOUNT EXECUTIVES AND

The Convention Story By Cable

As the most momentous Paramount conclave in all the history of our organization drew to a close on June 15th, and we embarked on an era of new greatness, the cables began to sizzle with a condensed account of all that had transpired. East, south and west went the message, carrying through relays to Paramounters the world over the glorious news of our emancipation. An historical message without precedent, we give you herewith its text:

SUPREME CONVENTION HIGHNOTE HAS BEEN REBIRTH OF PARAMOUNT ORGANIZATION AS MASTER OF ITS OWN DESTINY STOP OUTSTANDING ANNOUNCEMENTS WERE GREATEST NEW YEARS PRODUCT PLUS AFFIRMATION LUBITSCH HERZBRUN IN STUDIO POSTS PLUS RELEASE OF ORGANIZATION TO NEW MANAGEMENT JUNE SEVENTEENTH PLUS COMPLETE ASSURANCE PAYMENT ONE HUNDRED CENTS EVERY DOLLAR TO EVERY CREDITOR PLUS SCREENING DEMILLES CRUSADES WHICH SO SURPASSES EVERY OTHER DEMILLE FILM MERE WORDS CANNOT EXPRESS OUR RAPTURE OVER MIGHTIEST SCREEN ATTRACTION IN ALL HISTORY STOP PARAMOUNT INTERNATIONAL PAID UNENDING WONDERFUL TRIBUTES STOP MEETING CLIMAXED TODAY WITH PERSONAL ADDRESSES MESSRS. ZUKOR OTTERSON EACH SO COMPLETELY SATISFACTORY FROM PRESENT AND FUTURE STANDPOINTS OUR JOY KNOWS NO BOUNDS STOP ZUKOR DELIGHTED WITH NEW POST HE LONG WANTED PERMITTING HIM SERVE PARAMOUNT WITH GREATER SCOPE PRODUCTION END STOP OTTERSON PAID TRIBUTE TO ZUKORS GENIUS AND LOVE ALL PARAMOUNTEERS HAVE FOR HIM AND IN ADDRESS WHICH INSTANTLY WON ALL LISTENERS THROUGH SINCERITY CLARITY AND HONESTY OF PURPOSE SHOWED COMPLETE HARMONY EXISTING BETWEEN NEW PRESIDENT CHAIRMAN OF BOARD AND ALL EXECUTIVES STOP MOST IMPORTANT CLIMAX IN PARAMOUNT HISTORY LEAVES US WITH COMPLETE CONVICTION THAT IN WORLDS FILM INDUSTRY WE ARE STILL PARAMOUNT.

HICKS.

ALL DELEGATES GREETINGS AND WISHES FOR BEST CONVENTION EVER STOP ALL PRODUCT ALREADY ANNOUNCED FOR NEW SEASON SOLD FIRST RUN BUCHAREST BUDAPEST PRAGUE BELGRADE STOP NEGOTIATIONS WELL UNDER WAY IN AMSTERDAM ROTTERDAM HAGUE PILSEN BRATISLAVA KOSICE VIENNA GRAZ SALZBRUNN ZAGREB WARSAW LEMBERG KRAKOW KATTOWICE CLUJ TIMISOARA CONSTANTA AND SHOULD BE COMPLETED WITHIN FIFTEEN DAYS STOP ALL DEALS ALREADY

CLOSED MUCH BETTER THAN LAST THREE YEARS STOP GERMAN KEY CENTER EXHIBITORS ALL IMPATIENT TO CLOSE STOP GERMAN CENSOR JUST APPROVED DEVIL WHICH GETS US OFF TO GREAT SEPTEMBER START HERE STOP EXHIBITORS CONVINCED PARAMOUNT GREATER THAN EVER WHICH PROVEN BY FACT THAT IN ALL DEALS CLOSED SO FAR NOT ONE FOOT OF FILM SCREENED WHICH IS UNUSUAL STOP WE ARE OFF FOR A RECORD YEAR REGARDS TO ALL.

GUS SCHAEFER.

C A B L E

"LA PARAMOUNT FRANCAIS"

PLEASE ACCEPT FRENCH BOYS AND MYSTIC OUR BEST WISHES FOR SUCCESSFUL CONVENTION CONFIDENT OWING TO EFFICIENCY AND FEATURES VALUE 1936 WILL BE RECORD YEAR FOR PARAMOUNT HEARTIEST GREETINGS TO AMERICAN PARAMOUNTEERS.

KLARSFELD.

THE VIGOROUS VIKING

PARAMOUNT VIKINGS TEND TO ALL PARAMOUNTEERS IN AMERICA SINCE WISHES FOR A CONVENTION AS GREAT AS HELD PARIS STOP WITH SAME SPIRIT AND RESULTS PARAMOUNT SHOULD NOT ONLY DO BIGGEST BUSINESS IN INDUSTRY BUT MAINTAIN STRENGTHEN ITS SUPREMACY REPUTATION AND LEADERSHIP STOP WITH CINCINNATI PRODUCT OUTLINE YOU PARIS YOU CAN PENDING ON SCANDINAVIA MORE THAN ITS SHARE IN LAST SIX MONTHS DRUG GREETINGS OUR LEADERS AND ALL CONVENTION DELEGATES.

—YORK.

"THE ROMAN EAGLES"

ALL HAPPY GOOD NEWS REORGANIZATION PLEASE CONVEY TO ALL AT CONVENTION GREETINGS FROM ROMAN EAGLES AND THE PLEDGE TO FLY PARAMOUNT COLOURS HIGHER THAN EVER WITH SAME OLD SPIRIT OF ENTHUSIASM LOYALTY AND DETERMINATION REGARDS.

ABOAB.

T.D.C.'s "IRISH BRIGADE"

ACCEPT OUR HUNDRED TWENTYSEVEN PERCENT QUOTA GREETINGS WHOLE GANG AND ASSURANCES LOYALTY SUGGEST EVERYBODY RISE AND DRINK ALLEGIANCE TRADEMARK.

—COCHRAN.

ROLLIN' UP FROM RIO

SOUTH AMERICAN DIVISION EXTENDS WISHES FOR SUCCESS MOST IMPORTANT CONVENTION IN HISTORY STOP BEING ONE OF THE OLDEST IN THE FORE SERVICE BELIEVE CAN FULL ASSURANCE FOREIGN DEPARTMENT WILL CONTINUE STAND BACK OF PARAMOUNT STOP JOHN ARE ALL WITH YOU.

—DA.

HOT FROM CHILE

THE PRESTIGE OF PARAMOUNT EXTENDS ITS MORE AND MORE THROUGHOUT THE WORLD DUE TO EXCEPTIONAL MERITOR PRODUCTIONS AND HIGH MENPOWER STOP

(Continued on Page 11)

CONVENTION CHARAVARI

The Furness-Prince liner "North-ern Prince" became a tramp so far as John Nathan was concerned, robbing him of attendance at the first day of the meeting. But he heard enough to serve for fifteen conventions, and sufficient left over for a couple of conferences.

Ted Pierpoint seriously considered seating his four-year-old on a pedestal in the reception room as his contribution to the foreign exhibits. Mrs. Pierpoint thought it wiser for the family not to steal the entire show.

Most fortunate coincidence of the year was the arrival of Dr. Hannus Gordon, Berlin branch manager, in New York the very day the convention started.

Jack Rapoport talked about his forthcoming Paramount Week to anybody who would listen. Anyone who can stage as successful an event as Jack did last year is bound to have plenty of listeners. Jack certainly did.

The greater glory of the Blue Ribbon Bunch was recounted with proper Nebraska-Australian ferocity by John E. Kennebeck. The step-son of the kangaroos, believing that he is just about to dip into that pouch for one of the rich segments of the Five Thousand Dollar prize, had plenty on the cuff to throw the boomerang about.

We found one guy present who did not know the Foreign Legion's Leader, John W. Hicks, Jr. But then we found out just in time that he had strolled into the wrong convention.

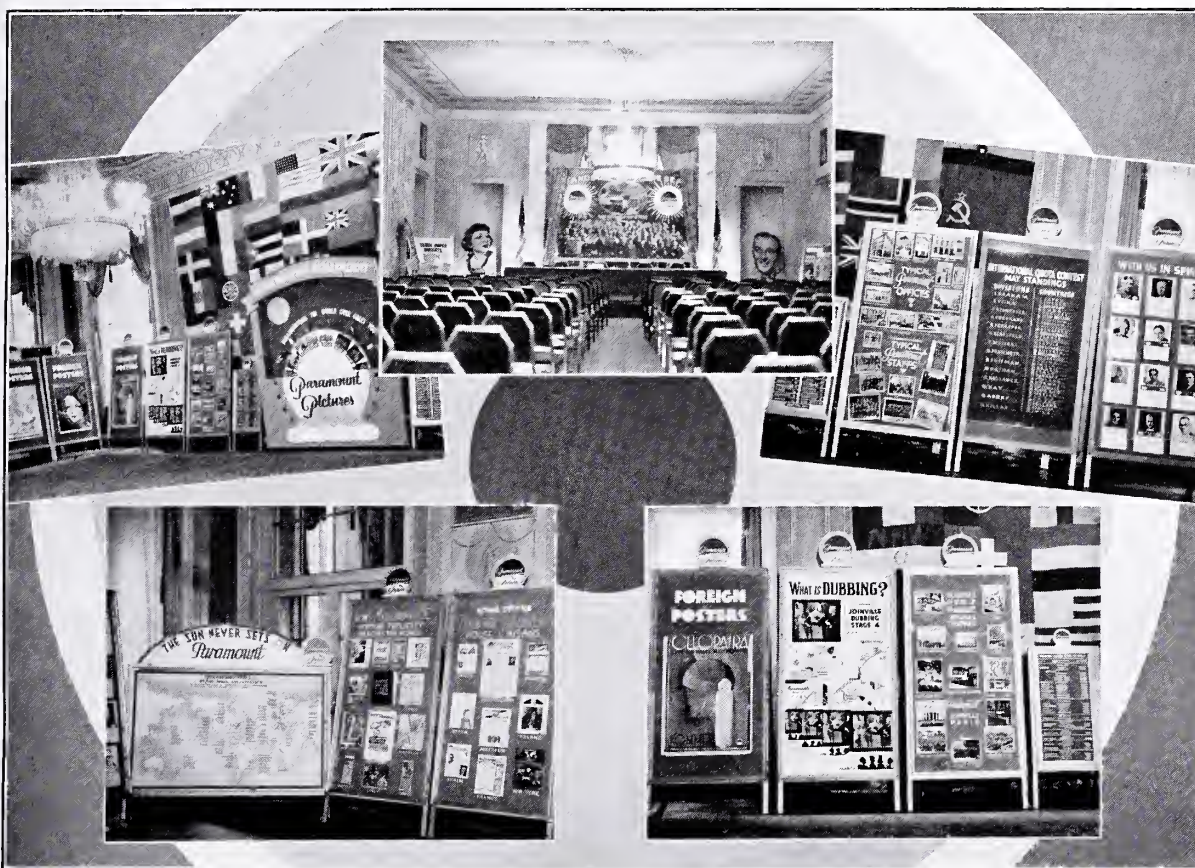
Like a sudden appearance of a dazzling comet, or the golf-miracle of a hole-in-one, was the climax of Eugene Zukor's speech. It was one of the convention's unforgettable highlights.

Jack Conroy's Irish tweed coat reminded a lot of the boys that they'd better get their sweepstakes tickets early.

Cecil B. DeMille was again unanimously elected a member of the Paramount International Corporation because of his magnificent gift of "The Crusades." He asked us to relay his personal greetings to you all.

Aaron Pines, presently a member of the Foreign Legion Training School and headed for points overseas, thoroughly appreciated and understood the main message of George Weltner's highly informative address on this very subject. Likewise a lot of the domestic boys now know that it's not all beer-and-skittles serving our International Legion.

When talking about the business of returning to their overseas offices, all of the overseas men wanted to trade places with John Kennebeck, because going back to Australia meant dropping in at Hollywood, and dropping in at Hollywood meant meeting Gladys Swarthout in person. This opera gal certainly made a profound impression on all delegates, domestic as well as foreign.



Paramount International Corporation this year had the most instructive and informative display in all the history of conventions. The highlights of the display are on the cover, details of which are appended here. The top centre scene above is a long shot of the Paramount Convention group enlargement shown on the cover, and illustrates how this massive photo, measuring 14 feet by 10 feet dominated the entire gathering from immediately back of the speakers' dais, where it remained throughout the entire meeting.

Top left is another angle on the big scene shown on the cover. In this display, the disc within the huge Paramount Trade Mark revolved continuously, bringing up a succession of captioned photos of Paramounteers from all over the world, each photo topped by a waving flag of the country represented. Top right shows (a) the number of Paramount

Legionnaires by nationalities, (b) typical Paramount offices and staffs, (c) The Contest Standings as of the end of May, and (d) The cables which Mr. Hicks read at the Convention, topped in each instance by a photo of the sender.

Lower left has a map showing the locations of all Paramount offices, and displays of Paramount International house organs and publicity services. Lower right depicts some foreign posters, a cartoon exposition of dubbing devised and drawn by Eugene J. Zukor, glimpses of some of Paramount's overseas theatres, and also a list of all the overseas theatres.

All in all, a thoroughly informative display, and one which attracted continual widespread attention on the part of all delegates. Full credit for the creation of all phases of this display goes to George Weltner, and for its execution to Charles Gartner and the Duke Wellington studios.



THE CULMINATING GET-TOGETHER. The beefsteak dinner at the Winged Foot Golf Club, New York, with all of the convention delegates the host of Mr. George Schaefer, who is seated seventh from the left in the background row. Mr. Hicks is third from the left, indicated by arrow, in the same row. A cluster of three Par. International delegates is immediately in the foreground of the Legion's Leader, they being John B. Nathan, John E. Kennebeck and George Weltner. Seated before them are Aaron Pines, Hannus Gordon, Eugene Zukor, Albert Deane and Jasper Rapoport. David L. Greenwald is also in the same locality, while in the foreground, at extreme left, is Larry Flynn, friend of every convention delegate.

RESURGIMIENTO DE LA
PARAMOUNT

¡La Paramount no dará un solo paso atrás en su marcha hacia la cumbre! Somos nuevo organismo, cuyo espíritu y cuyos alientos aparecen engrandecidos como nunca. El 17 de junio marca la fecha de nuestro resurgimiento, al cual ha brindado el Congreso paramountista de Nueva York coyuntura feliz para quedar proclamado. Lo recio y frecuente de las luchas que hemos tenido que sostener; las rudas pruebas a que se ha visto sometida nuestra gente, pudieron inclinarnos al mundo a creer que acabaríamos por arriar el pabellón. Pero, ¡por algo es la Paramount lo que durante todos estos años ha sido! Cuando nada se oponía a nuestro adelanto, allegáronse sin ostentación ni ruido elementos que permitieran hacer frente a adversidades como las experimentadas en los últimos cuatro o cinco años. De ahí que, al llegar el momento de la prueba, se haya visto que salía de ella, no sólo triunfante sino más fortalecida, una nueva Paramount más gallarda, más vigorosa: una Paramount que continuaba siendo lo mejor del mundo cinematográfico y ofreciéndole al cinematógrafo lo mejor del programa.

Dicho en otros términos: el Congreso paramountista ha sido magnífico triunfo. Remitiendo al lector a otros lugares de esta revista por lo que toca a informaciones relativas a la magna asamblea, cúplemos recalcar aquí que la Paramount International Corporation sobresalió más que de costumbre; que fueron muchos y valiosos los elogios de que fué objeto; que demostró, en mayor medida que nunca, la importancia que alcanza.

Sólo un anuncio queda por hacer de las posiciones del Concurso, que será el que sirva para declarar quiénes salieron vencedores. En este mes se halla a la cabeza la División Británica, de que es jefe el señor Graham; ocupa el segundo lugar la de los *Vikings*, acaudillada por don Carl York, y corresponde el tercero a los esforzados legionarios de Australia. No debe, empero, tomarse esta información como dato que consienta anticipar el resultado final de la lid.

Una de las notas culminantes del Congreso ha sido la exhibición de la grandiosa película de Cecil B. de Mille "Las Cruzadas." Precedió a ella breve discurso del propio señor de Mille, que resultó sobremanera instructivo. Y brindó esa ocasión a varios representantes de la Paramount International la de conocer personalmente al ilustre director y hablarle de los planes que tienen con respecto a dicha película, tocante a la cual sólo podemos decir aquí que nos faltan palabras con que alabarla. Al traer a la memoria la vasta producción de Cecil B. de Mille, domina en nuestro recuerdo la continuidad con que, ante cada nueva película suya, hemos tenido que decirnos: ¡Esta es la mejor de todas las de Cecil B. de Mille! Pues bien, no nos parece adecuada tal ponderación al tratarse de "Las Cruzadas," obra de arte excelso, maravilla que nos transporta y arrebatara fuera de la realidad. ¡Jamás había rayado tan alto el espectáculo cinematográfico! Cecil B. de Mille llega verdaderamente a la cúspide.



COCHRANE'S "IRISH BRIGADE." Here are all the Paramounters of Tom D. Cochrane's famous division. (1) FUKUOKA (Hakata): K. Umata, stock; T. Yoshitake, salesman; H. Hirai, manager; T. Kurosu, cashier and general office assistant; K. Imaizumi, film inspector. (2) TOKYO HEAD OFFICE: Front row: H. Uehira, censor; R. Omata, general office; H. Kouchi, salesman; Y. Tamura, translator; S. Sasho, sales manager; J. W. Piper, manager; Mrs. D. Tanner, stenographer; Charles Dreher, accountant; M. Takeyama, publicity manager. Middle row: M. Ogasawara, stock clerk; E. Tomita, translation copyist; K. Nomura, accounts clerk; J. Kawai, booker; Miss F. Higashi, translation; Miss F.

Ando, telephone operator; Miss H. Komatsu, telephone and general service; Mrs. K. Takai, film inspector; I. Baba, salesman; S. Shimizu, translator; T. Ise, publicity. Back row: M. Fujikura, operator; G. Imura, film stock clerk; K. Take-mura, boy; H. Ozawa, boy; K. Suzuki, boy; S. Maejima, translation printer; T. Makita, censorship operator; Y. Shimada, assistant booker; T. Matsunaga, boy; G. Hoshina, salesman; M. Tsuchida, salesman.

(3) SHANGHAI. Back row: A. J. Doven, F. C. H. Liang, Mrs. M. C. Terzin, J. E. Perkins, manager; Jimmy Woo, David Yang, Y. Kao. Front row: Yeu Ting, S. P. Chang, T. S. Lee, S. L. Cheng, C. L. Chow. (4) MANILA. Back row: A. Velas-

quez, F. Cadiao, S. Jose, F. Perez, F. Tolentino, J. Cueto, J. Orea, E. Kerr, P. Giner, J. Tapia, D. Santos. Front row: Miss C. Mathews, F. C. Henry, manager; G. F. Cooper.

(5) TIEN-TSIN. K. Tung, S. J. Hsu, L. Hsu, I. Lee. (6) HONGKONG. Manager B. A. Proulx in centre. (Note. Details of names of other Paramounters missing. Will publish when received again). (7) T. Nagasawa, representative in Nagoya. (8) T. Yokoyama, representative in Hokkaido. (9) OSAKA. Standing: Miss Nishida, Miss Kawasaki, S. Torii, Y. Higuchi, S. Kohama, T. Tsuda. Sitting: S. Kanada, H. Taki, N. Metori, P. T. Wakimoto, manager; T. Kanada, T. Kawakami, T. Chikami.

ONE REASON WHY GUS SCHAEFER'S
DIVISION WENT FROM 7th TO 5th

In last month's standings, Gus Schaefer's division was Seventh; this month it is Fifth. These things don't happen without pretty good natural causes, and by way of showing a mighty good 'natural cause' we quote in German (followed by an English translation) a telegram which Mr. Schaefer received from Mr. Palugyay in Bucarest, Roumania:

GANZE NEUE PRODUKTION IN BUKAREST URAUFFUEHRUNG ABGESCHLOSSEN MIT WESENTLICH HOEHEREN PREISEN BESSEREN KONDITIONEN IN KINOS CAPITOL ROXY TRIANON SELECT PALACE SCALA REGAL STOP KUNDENSCHAFT EMPFANGT PARAMOUNTWARE MIT GROESSTEM ENTUSIASMUS ERHOFFEN REKORD PARAMOUNTJAHR ZU ERZIELEN.

Translation
HAVE CLOSED NEW PRODUCTION BUCHAREST PREMIERE WITH CONSIDERABLY HIGHER PRICES AND BETTER CONDITIONS IN FOLLOWING THEATRES CAPITOL ROXY TRIANON SELECT PALACE SCALA REGAL STOP PUBLIC SHOWING GREATEST ENTHUSIASM FOR PARAMOUNT PICTURES HOPE THIS WILL BE RECORD YEAR FOR PARAMOUNT.



ROYALTY. Ernst Lubitsch and Cecil B. de Mille play host in the Paramount Studio to the visiting Princess Katherine of Greece.

ORE CONVENTION CABLES

(Continued from Page 8)

REFERENCES NEW PRODUCT ALL MARK GLORIOUS AGE INDUSTRY HOPEFUL HER N WILL CORRESPOND ESE VALUES STOP CHILN DIVISION PRESENTS LUTATIONS AND ALLEGI CE INVITING ALL FIGHT OND PLACE AS LEADING E IS OURS. —VILLAR.

PANAMA HATS ARE OFF

HOSE OF US IN CARIBAN DIVISION WHO CAN T BE WITH ALL OF YOU R EPOCHAL CONVENTION E DISAPPOINTED STOP WEVER WE KNOW THAT IS YEAR WILL BE GREAT.

WELTNER'S SPEECH

(Continued from Page 7)

security of advancement, we r take on a man from the out-and place him in an important ahead of our own legionnaire may have been working years rd that particular job. If we an opening in one of the more rtant posts in the field, the man in line for it is moved up into post, and this causes a vertical e right down to the bottom of ladder, and it is at this last rung we make our replacement. . . is very important to us that the who fill these openings be im t with this same spirit, because or ten years from now these same young men will be our right arms in important offices ver the world. round graduation time each year receive literally hundreds of ap tions for employment. These are fully sorted and segregated, and

EST IN HISTORY AND WE ARE WITH YOU IN SPIRIT REGARDS. —SUSSMAN.

THE DAWN COMES UP LIKE THUNDER

TO THOSE PARAMOUN TEERS PRIVILEGED TO AT TEND THIS EPOCH MAKING CONVENTION INDIA ORGAN IZATION EXTENDS ITS GREETINGS AND HEART FELT APPRECIATION OF SPLENDID WORK ALL MEM BERS OF THIS GREAT OR GANIZATION WHICH WE ARE CONFIDENT IS TRIUM PHANTLY ENTERING INTO THE GREATEST ERA IN PARAMOUNT HISTORY.

CHARLES BALLANCE.

those which show the highest qualifica tions are called into the Home Office for an interview. From these inter views we pick approximately two young men a semester—that is our present turnover need. . .

(Then followed a highly illuminat ing account of how new units of manpower are brought into the International Corporation and put through the intensive course of training in all departments of Home Office, then in the New York Exchange and the Long Island Laboratory before being assigned to a post in the field.)

The writer knows the meaning of this training, because in 1922, upon graduating college, he was hired by Mr. Emil Shauer and on the 29th of July of that year started on his first job. The end of the first year found him full of admiration and intense loyalty toward a great organization, and that admiration and loyalty has only intensified as the years have gone by and as the world unfolded to him—first, Central America, then

South America, then the Orient and then Europe. Everywhere he met the same fine men, the same high standards, and the same Paramount organization that recognizes only VICTORY.

During the past two and one-half years the writer has had the privilege of working closely with Mr. Hicks, and it has been a privilege in the highest sense of that word. I know that Mr. Hicks does not like eulogies, no matter how richly deserved, but I cannot refrain from saying that if there ever was a leader worthy of his organization, it is he. He is a real spearhead for the "MEN OF IRON" of Paramount's Foreign Legion. His fairness, his humaneness, and his friendship, have won from the first the loyalty of his men to such an extent that not only would they give their shirts for him if he asked for it, but there is not one of them who does not hope for this opportunity.

It was a great privilege for me this May to attend the Paramount Con vention in Paris. Never has there been such unanimity of spirit nor such a concentration of the old PARAMOUNT RELIGION as was evident on that occasion. All depart ments of the business were represent ed there—distribution, production, theatres and news reel. It is very evident to me that, given the right kind of productions, and in spite of quotas, language restrictions, export embargoes on cash, and any and all of the arbitrary, artificial national barriers placed against us, nothing will stop these boys. During these last few difficult years they have turned in a business that was beyond our most optimistic expectations, and after having seen them gathered to gether at that Convention, I am abso lutely certain that they will continue to do so. The same spirit that was evidenced in Paris I notice today being shown in every corner of the world; wherever a Paramount trade mark is being held aloft by a Para mount organization. The foreign legion remains as always a PARA MOUNT ORGANIZATION DO ING PARAMOUNT BUSINESS.

"MAN ON THE FLYING TRAPEZE"

Please heed with all due care the instructions set forth in a letter to all offices regarding the possible confu sion which will arise if the ordering of "Man on the Flying Trapeze" (feature) and "Man on the Flying Trapeze" (short) is not watched vigilantly.

PARAMOUNT NOTES

The Paramount Bowling Team of New York's Home Office recently triumphed over the teams of all other companies in the industry. Significant, eh?

"Popeye the Sailor" is fast developing into the world's most popular cartoon character. New York has produced a host of ad vertising and publicity aids for this character, all of them detailed in a circular letter to all offices. Be sure and look this list over.

Deeply saddened we join those he left behind in mourning the recent lamentable departure in death of M. Jean Papouin, press representa tive of Paramount's Theatres in France.

LONDON NOTES AT THE END OF MAY

The Hon. W. J. Beckett, former Premier of Australia, accompanied by his wife and daughter, visited Para mount's British Studios at Elstree.

* * *

Noel Coward's THE SCOUN DREL is going strong in its second week at the Plaza. "The Cinema," one of Britain's foremost Trade Papers, in a front-page writeup, de scribes THE SCOUNDREL as one of the most brilliant films yet pro duced. All the critics were enthusi astic and the picture has been eagerly discussed by fans throughout Britain.

Mary Ellis, now enjoying great per sonal triumph in "Glamorous Night" at Drury Lane, and Ivor Novello, fa mous British actor and playwright, were among the distinguished theatri cal and literary people who attended the premiere of THE SCOUNDREL at the Plaza.

* * *

We are almost risking losing the mail to let you know that the Euro pean Premiere of GOIN' TO TOWN at the Carlton on Thursday, May 30th was a tremendous personal triumph for Mae West. All the press notices to date are wildly enthusiastic about the picture and several critics make the point that Mae West has very successfully made certain of a big public among women fans this time. The Evening Standard says:

The film contains the best scenes I have ever witnessed on the screen. I found Mae West's jokes funnier than ever...she is more full-blooded, more Mae West.

The Daily Film Renter hailed GO IN' TO TOWN as a personality hit for Mae West and adds: "Miss West runs riot in sequence after sequence that can be reckoned to leave any audience helpless with laughter. It is grand stuff which should put Mae right on top of ladder and earn her numerous new admirers throughout cinemas in this country."

* * *

THE LIVES OF A BENGAL LANCER, which has just concluded its sensational 17 weeks' run at the Carlton Theatre, Haymarket, London, has run longer than any picture shown at the theatre since it was built.

WINGS, the great air picture which was one of the first films to be shown in London with sound, ran for 16 weeks in 1928 and was seen at the Carlton Theatre by 325,000 people. Up to the end of its run in London 350,146 people had paid to see BEN GAL LANCER at the Carlton. Since the run of the picture started at the end of January, it has successively exceeded every attendance record of the theatre. It has also created new records wherever it has played in the Provinces.

BENGAL LANCER has been seen by every member of the Royal Family without exception—a distinction that cannot be elaimed for any other film. At the request of the King and Queen a copy of BENGAL LANCER was specially sent from London during their stay at Eastbourne.

"BENGAL LANCER would easily run for a year at the Carlton Thea tre," said Earl St. John, Director of Paramount Theatres in Britain, in explaining that Paramount's west-end pre-release schedule—and the fact that general release of the picture, June 10—compelled him reluctantly to end the picture's amazing run.

THEY DRAW MAGNIFICENT ADS IN BRAZIL

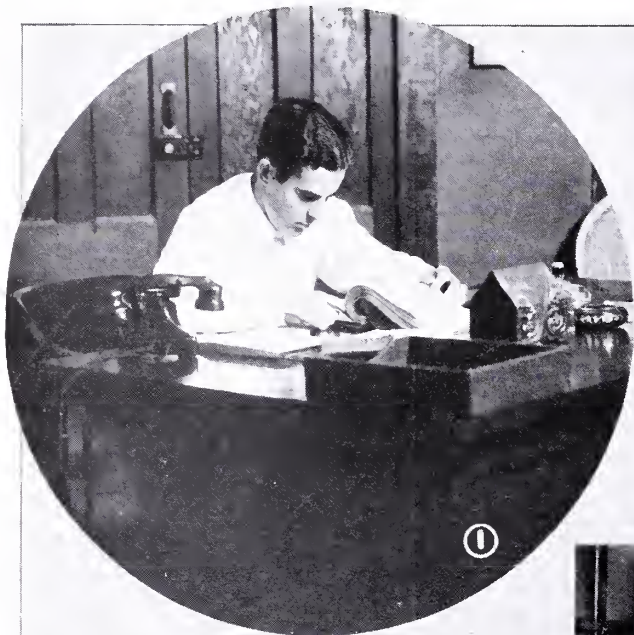
is is a full advertise- nt for Para- nt's grand glorious es of a Ben- Lancer." The tre responsi- e for it was amount's own tre in Sao lo, Brazil, more specifi- the artist Senor Au- . We com- ed this adver- nment to you superb piece actionful ar- y, blending ectly the cast, spectacle, the on of the film, the title, the e mark, and e theatre pre- ing the at- ction. Great k, Brazil! get out your go to work "The Cru- s," the great- film ever to y the Para- nt trademark.

LANCEIROS DA INDIA

"THE LIVES OF A BENGAL LANCER"

GARY COOPER
FRANCHOT TONE
RICHARD CROMWELL
SIRGOY STANDING - C. AUBREY SMITH
KATHLEEN BURKE

AMANHA CINE Paramount



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GLIMPSES OF PARAMOUNT'S CRISTOBAL OFFICE

In our series of office photos we now present intimate glimpses of Paramount's Exchange in Cristobal, Canal Zone. (1) Jerome P. Sussman, General Manager of Central America who supervises Panama, Guatemala, Porto Rico and Colombia. (2) S. E. (Ted) Pierpoint, Manager of Panama Territory made up of Panama, Costa Rica, Venezuela, Ecuador, British and Dutch West Indies. (3) Miss Elaine Grant, secretary and oldest employee in point of service, having been with the Panama organization since its commencement. (4) Assistant Manager E. L. Schosberg's office. Mr. Schosberg was absent on a trip at the time so we have inserted his photo; the Booking department is also shown in this photo. Mr. Fernando Aguilera is booker. (5) Miss Ida Gonzalez, Spanish stenographer and assistant in accounts department; Miss Vida Levy, billing clerk and assistant stenographer, and Frank Kopita, accountant. (6) V. Levy, F. Aguilera and I. Gonzalez in another view of the billing and accounts department. (7) Film Inspection Room. Miss Audrey Lohar and Miss Myrtle Hernandez are film inspectors. Note the "Bengal Lancer" print which had a record-breaking opening run in Panama. (8) Ad. Sales Room—

Julius White, poster clerk and Bruce de Frietas, assistant. (9) Shipping Room—George Worrell, shipper (and next in length of service) also Bruce de Frietas, ad. sales assistant.

BRITISH FILM STORIES FOR U. S. WARSHIPS

The summer cruise of the U.S. "Arkansas," flagship of the American navy, will carry with it prints of "The Lives of a Bengal Lancer" and "Ruggles of Red Gap." The prints were requested by Admiral Ellis of the U. S. Navy.

H. M. THE QUEEN OF ITALY PRESENTED WITH PRINT OF PARAMOUNT COLOR SHORT

So enamoured of the Paramount all-color short feature, "The Song of the Birds" was Her Majesty the Queen of Italy, that she sought to purchase from Paramount for her permanent possession a print of the film. Her request, forwarded through Mr. Americo Aboaf to New York, was relayed to Mr. George Schaefer who decided that a print should be presented to Her Majesty with the compliments of the creator, Mr. Max Fleischer, and of Paramount. This has accordingly been done.

PANAMA OFFICE CRYSTALIZES TRUE MERIT OF "LIVES OF A BENGAL LANCER"

We present below, through the repertorial cooperation of Mana Ted Pierpoint of the Cristobal office, a tribute in Spanish and English which, as Ted himself says, is a sample of the handwriting on the vial which tells us that 'Paramount has indeed returned to its former viable position at the head of the industry.' The tribute, inspired "Lives of a Bengal Lancer," and written by Sr. Jose Raventos, owner of a group of theatres in Costa Rica, is as follows:—

"LA GRANDIOSIDAD DE 'TRES LANCEROS DE BENGALA." Ayer pase privadamente esta grandiosa pelicula y me complace felicitar en la forma mas entusiasta y cordial a la "Paramount" ofrecer al mundo una obra de los excepcionales meritos de "TR LANCEROS DE BENGALA." Una pelicula colosal que tendra convertirse en un gran negocio de taquilla. Puede sentirse orgullosos "Paramount" de servir material de esa clase superior. Otra vez felicitaciones.

(Translation)

"THE GREATNESS OF 'LIVES OF A BENGAL LANCER'"

"Yesterday I screened privately this truly great picture and take pleasure complimenting Paramount in the most enthusiastic and cordial form, offering to the world a work of the exceptional merits of 'LIVES OF A BENGAL LANCER.' A colossal picture which will convert into great office business. Paramount can feel proud for serving material of superior class. Once again my felicitations."

THIRD ISSUE OF "ACTUALIDADES PARAMOUNT" MAGNIFICENT

We are filled with admiration for the May issue of Spain's "Actualidades Paramount," which has been dedicated almost in its entirety to "The Lives of a Bengal Lancer." From cover to cover it

is one of the most sparkling Paramount publications we have ever seen, and mere words are insufficient instruments indeed with which to congratulate those responsible for its production. We only hope that trust that copies are being circulated to every Paramount office in the Spanish-speaking world, and also to the other principal Paramount offices around the globe.

PRODUCTION NEWS HIGHLIGHTS FROM HOLLYWOOD



GRAND OPERA STAR

The film test of Gladys Swarthout, Metropolitan Opera star, which resulted in that beautiful young woman being signed by Paramount, was one of the films screened for the Convention delegates in New York. Every member of the audience moved, by his vociferous applause, that Miss Swarthout seems destined for great and continued triumphs.



ANN HARDING

Co-starring with Gary Cooper in "The Last Outpost" is Miss Harding, one of the screen's better actresses, an artist of tremendous popularity all over the world. Henry Hathaway, who directed Gary Cooper in "The Last Outpost" and "The Lives of a Bengal Lancer," is again in charge, and Ida Lupino and John Halliday are cast.

PARAMOUNT AGAIN DOMINATES SYDNEY MOVIE BALL

The winning of first prize by Paramount floats in the Sydney (Australia) Movie Ball is becoming something more than a habit. The 1935 edition was held May 20th, and Paramount romped away with the Blue Ribbon prize, using a "Lives of a Bengal Lancer" float. Congratulations to Hermann Flynn, Reg. Co., and all others who helped.

Winslow Keith has the female lead in "Annapolis Farewell," which had many of its scenes actually shot at Annapolis Naval Academy.

5 WEEKS FOR MAE WEST AT N. Y. PARAMOUNT

Please write into the record the fact that Mae West in "Goin' to Town" remained for five weeks at Paramount's ace house at the Crossroads of the World in New York City. This is a house record. "I'm No Angel" played there for four weeks.

Only eight pictures have been at the Paramount for three weeks, or longer, and four of the eight have been Mae West films. In fact, since her debut in 1933, Miss West's four pictures have played a total of 15 weeks at the Paramount.

The other four films to reach, or better, three weeks were "Ruggles of Red Gap," "Cleopatra," "Little Miss Marker" and "Lives of a Bengal Lancer."

"RUGGLES" A ROAD SHOW IN AUSTRALIA

"Ruggles of Red Gap" has been given the hall-mark of "A Road Show Attraction" in Australia, according to a cable received by Managing Director John E. Kennebeck while he was in New York City, from General Sales Manager William Hurworth. This distinction is accorded only to the very highest type of film in the Blue Ribbon territory, a fact indicated by virtue of "Bengal Lancer" and "Cleopatra" being the only other 1935 road show attractions.

TWO FOR CARL BRISSON

Carl Brisson, the doughty Dane, will start work July 18th in "The Bouncer," the colorful story of a singing he-man. He will follow this film immediately with "Spring Storm," tuneful Strauss operetta.

No members of the supporting casts have yet been named.

The cast of "Without Regret" will feature Paul Cavanagh, Elissa Landi, Kent Taylor and Frances Drake.

PRODUCTION NOTES

Carole Lombard will next do "Hands Across the Table" and then "Honors Are Even."

Just a reminder that Cecil B. DeMille's next will be "Samson and Delilah," with music from the famous opera of the same name. Our cast announcement for this one will be the casting sensation of 1935.

Oscar Hammerstein II has been signed by Paramount as a writer and lyricist to work on Jan Kiepura's first Paramount film, "Song of the Nile." Kiepura arrives in New York within the next few weeks.

"Too Many Parents" is the story that Paramount will picture with David Holt, Virginia Weidler, Baby LeRoy and other child players.

Willie Howard, the famous New York stage comedian, will follow his work in "Rose of the Rancho" with a featured role in "Amateur Hour."

Thelma Todd joins Bing Crosby and Joan Bennett in "Two For Tonight," a forthcoming musical.

Charles Bickford is cast in "Rose of the Rancho." Stars are John Boles and Gladys Swarthout.

C. Aubrey Smith, his work in "The Crusades" completed, has sailed for a visit to his native England. It is a coincidence that he travelled on the liner named after another principal character in "The Crusades," the Berengaria.

Toby Wing has a new contract.

H. B. Warner will be in "Rose of the Rancho."

Margaret Sullavan, Pauline Lord, Randolph Scott and Walter Connolly head the cast of "So Red the Rose," which King Vidor is directing.

Claude King is a new addition to the cast of "The Last Outpost."

Daniel Hynes, negro star from "The Green Pastures," has a very important role in "So Red the Rose."

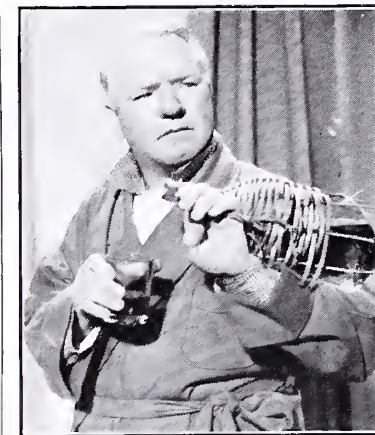
MASTER PANTOMIMIST

Steadily growing in world favor, and acclaimed by the Convention delegates as a comedian par-excellence, Master Fields (initialized W. C.), is here shown in a scene from "Man on the Flying Trapeze," which is so



CLAUDE RAINS

You had a fine sample of Mr. Rains' work in "Crime Without Passion." Know now that he is going to live through posterity because of his sterling work in that master film enthusiasm of ours, "The Last Outpost," which we presume to believe will fit into the spectacle category of "The Lives of a Bengal Lancer."



funny that Paramount could only show it to a preview audience a reel at a time for fear that they would hysterically pass out.

PREPARE FOR GREATNESS WITH "THE LAST OUTPOST"!



Unaccustomed as we are to public prophecy, nevertheless we have a pronounced feeling in our bones that "The Last Outpost" will be one of the great pictures of the year.



We have reproduced here two of the earlier scenes to reach us from Hollywood, where the picture is actively in production as we go to press. It does not take much imagination to see that here is practically a duplication of that broad, spectacular canvas on which "The Lives of a Bengal Lancer" was so effectively painted. We have read the script and know that the film is to be told in terms of action rather than dialogue; we know that it will have great, sweeping action, encounters between small detachments of grim British soldiers and many thousands of enemies from the hills, and that its climax will come in an animal sequence that will be breathless beyond the power of words.

So will you please stir up all the enthusiasm you can muster for "The Last Outpost." It can, it must and it positively will be one of the major Paramount pictures of the year.

FILMS AND EXPLOITATION — IDEAL MOVIE MARRIAGE



FRENCH DIVISION'S BIG "CLEOPATRA" CAMPAIGN

It is our pleasure to present here a kaleidoscopic study of phases of "Cleopatra" exploitation in the far-flung reaches of Mr. Karsfeld's Division. At the top left we see the DeMille picture being presented at the Casino Municipal, Tunis, Northern Africa. Top right, the Municipal Theatre of Pertuis, exhibiting Paramount Pictures exclusively for the past four years, heavily exploits "Cleopatra." Bottom left, the picture is at Le Rialto, Alger, Algeria. Next is a glimpse of the picture at the Cinema Empire, Beyrouth, Syria. The tower in the next picture, with its lofty exploitation of the film, belongs to the Casino Municipal in the first photo. At the bottom right is the Le Vauban Theatre, Angers, with a specially decorated automobile in the foreground.

OUR IDEA OF GRAND TRADE PAPER ADVERTISING

Atrayendo el espacio con clamores de exultación llegados los grandes films

PARAMOUNT

que trae el espectáculo más grande de la historia del cine

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DE AQUÍ ALGUNOS TÍTULOS

CLEOPATRA

Capricho imperial

Canción de cuna

Una mujer para dos

La muerte de vacaciones

Sola con su amor

Cuesta abajo

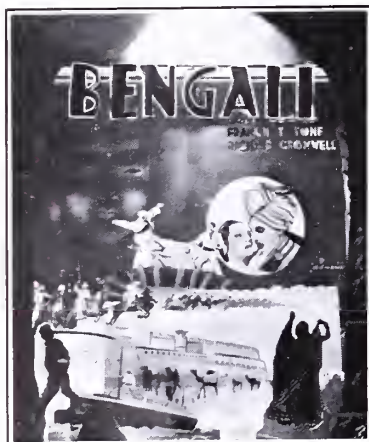
El tango en Broadway

Espigas de oro

El crimen del Vanities

Y así hasta 11 títulos

POLAND OFFERS HIGHLY FASCINATING "BENGAL LANCERS" WINDOW SHOW



This display shown here is what is known as a plastic window-display and in the Warsaw shop-front of the Cunard Line it was a focal

point of interest, according to Manager M. Cazban, whose publicity staff arranged the display in conjunction with the shipping company. The display occupied the entire window, and was about twelve feet high and six feet wide. Its principal color scheme was red and gold, giving a truly oriental atmosphere. As for the season of "Bengali," ("Bengal Lancer"), this is reported punchfully on another page.

"Lanceiros da India" was joy in Rio de Janeiro, even as it has been elsewhere throughout the world. General Manager John L. Day sends us this photo of the exterior of the Odeon Cinema.



Colorful indeed are these posters on "Legong," the left one the product of China, the other being from Poland. "Legong," a product of the Bennett Corporation, is having world release, U. S. excepted, by Paramount.

The picture, produced by the Marquise Henry de la Falaise, is meeting with much success.



PRAGUE BRIGHT SPOT

With Paramount films flourishing again in Czechoslovakia's super-modern city of Prague, as elsewhere in that progressive country, we are able to picture here, to the delight of all Paramounteers, a sample of the Cinema Svetezor's front-of-theatre exploitation for Marlene Dietrich's

A RENASCENÇA DA PARAMOUNT

A Paramount nunca mais voltará a olhar para traz deste ponto!

Somos uma nova organização, mais possante em alma e espírito de que nunca dantes. Foi no dia 17 de Junho que este faustoso acontecimento foi participado a todos que assistiram á nossa convenção. Nossa organização passou por muitos revezes e contratempos, nossas energias sujeitaram-se a muitas provas cruciantes e muita gente desejou ver nossa bandeira por terra. Mas a Paramount não trabalhou em vão durante longos annos para se deixar aniquilar assim tão facilmente. Luctamos em prol do progresso da nossa industria, mas também nos armamos contra as adversidades que nos perseguiram nestes quatro ou cinco annos. Portanto, quando a fatalidade nos ameaçou, estávamos mais ou menos prevenidos. Aceitamos o desafio e não obstante a batalha ter sido longa, resurgimos agora mais fortes de que nunca... uma nova e experiente Paramount, a maior productora de bons films, que annuncia gloriosamente ao mundo uma variedade de empolgantes photodramas e engraçadas comédias.

Noutras palavras, a convenção foi um grande successo. Mais poremores serão encontrados noutra secção, mas será bom ficarem sabendo desde já que a Paramount International Corporation expoz consubstanciadamente suas normas, que muitos elogiosos tributos lhe foram manifestados e que somos agora uma importante metade da organização como nunca d'antes.

Só mais uma noticia sobre o concurso vai agora ser dada e será relatando os nomes dos vencedores. Neste mez encontra-se na vanguarda a divisão ingleza do sr. Graham, com os vikings do sr. Carl York em segundo e a divisão da Australia em terceiro. Consta-nos que vai haver mudanças nestes logares até ao final do concurso e os que estão na frente não devem, por emquanto, considerarem-se os vencedores.

Um dos relevantes acontecimentos da convenção foi a exhibição da producção de Cecil B. DeMille "As Crusades." Precedeu á apresentação uma narrativa do sr. DeMille que foi devéras instructiva. Nesta occasião, o distincto director foi apresentado aos varios representantes da Paramount International Corporation, que manifestaram seus planos para chamarem a attenção do publico para este grandioso film. De facto, não encontramos agora palavras sufficientemente honrosas que possam descrever as maravilhosas scenas desta producção. Recordamo-nos bem dos outros films do director DeMille e a todos demos nossos francos elogios. "As Cruzadas," porém, é um film primoroso que causa maior impressão de que todos os outros. Nunca vimos, na historia da cinematographia, nada mais majestoso, mais artistico e mais espectacular. DeMille suplantou toda sua carreira artistica com esta producção e não hesitamos em adiantar que todos que virem este film ficarão entusiasmados.



THE BUDAPEST STAFF. Here are the Paramounteers whose fine work occasioned the letter to Mr. Hicks from Mr. Schaefer which is to be found elsewhere in this issue. Standing, left to right, are: Messrs. E. Denes, booker; N. G. Palngyay, salesman; A. Fodor, titler; B. Sebok, cashier; Dr. M. Roboz, ad sales; Messrs. E. Katscher, salesman; A. Mozer, salesman; Z. Grunberg, secretary. Seated, left to right: Mr. G. Koszegi, city sales; Miss Szentivanyi, typist; Miss Kuhn, typist; Mr. L. Foldes, manager; Mrs. Babik, accountant; Mr. M. Kuhn, chief accountant.

LA RENAISSANCE DE PARAMOUNT

A partir de ce jour, Paramount ne regardera plus jamais en arriere! Nous constituons maintenant une nouvelle organisation, plus grande que jamais en esprit et courage. Le 17 juin fut la date de notre renaissance, et la magnifique et sincere Convention de New-York, l'occasion de sa proclamation. Notre organisation a passé à travers bien des épreuves et des tribulations, notre personnel a dû surmonter bien des obstacles, et le monde entier s'attendait à nous voir baisser pavillon. Mais Paramount n'a pas été Paramount pour rien pendant toutes ces années; car même lorsque nous avons combattu le bon combat du progrès, nous nous sommes armés sans bruit contre ces adversités qui se sont abattues sur nous pendant ces quatre ou cinq dernières années. Et ainsi lorsque le sort nous frappa, nous étions prêts; nous avons relevé le défi, et bien que la bataille fut longue et pénible, nous en sommes sortis plus forts par l'effort même — un nouveau Paramount, plus agressif que jamais, la plus grande compagnie de cinematographie au monde, annonçant la plus glorieuse collection de films.

En d'autres mots, la Convention a rapporté un succès magnifique. Vous en trouverez des comptes-rendus autre part dans ce numéro, mais vous devez apprendre ici et maintenant que Paramount International Corporation a eu la plus brillante exposition de tous les temps, que de nombreux grands et glorieux hommages nous ont été rendus, et que notre moitié de l'organisation Paramount s'est montrée plus importante que jamais.

Il ne reste plus qu'une seule annonce à faire pour le Concours actuel. Ce sera la dernière, celle qui proclamera les vainqueurs. Ce mois-ci, nous trouvons en première place la Division Britannique de M. Graham, avec les Vikings de Carl York en seconde, et les redoutables Blue Ribbon Boys d'Australie en troisième. Nous sommes convaincus qu'il y aura encore des changements de place notables avant la proclamation des résultats définitifs et nous vous engageons à ne pas prendre les résultats actuels comme fait accompli.

Un des clous de la Convention fut la présentation de "The Crusades," la production Cecil B. De

PARAMOUNT IST NEUGEBOREN.

Paramount wird von jetzt an nie wieder zurück, sondern nur noch vorwärts blicken. Es ist eine neue Organisation erstanden, die wieder Weite, Tiefe und Frische des Fühlens bringt. Paramount wurde am 17. Juli neugeboren. Die beglückende Botschaft ist aller Welt anlässlich des grossartigen New Yorker Konvents verkündet worden. Unsere Organisation war in den letzten Jahren auf schwere Proben gestellt. Unsere Mitarbeiter haben viele Entbehrungen gebracht und manch harten Kampf zu bestehen gehabt. Ja, es gab eine Zeit, in der alle Welt von uns erwartete, dass wir Halbmast flaggen würden. Aber man hatte vergessen, dass wir jahrelang an der Spitze der Filmindustrie gestanden haben. Man wusste ja nicht, dass—wenn gleich wir auch ausreichend mit dem Kampf der Gegenwart, dem Fortschritt, zu ringen hatten—wir uns trotzdem in aller Stille auf solche Schicksalsschläge, wie sie uns in den letzten vier oder fünf Jahren immer und immer wieder heimsuchten, vorbereitet hatten. Es kann nicht immer eitel Sonnenschein sein; und wenn gleich das Schicksal

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Mille. Cette présentation fut précédée par une causerie de M. De Mille des plus instructives. Elle fut également l'occasion pour le fameux metteur en scène de rencontrer en personne les divers représentants de Paramount International qui se trouvaient ici et de les entendre annoncer leurs projets de lancement pour ce film. Quant au film lui-même, nous devons avouer que sincèrement les mots nous manquent. Passant en revue les productions passées de DeMille, nous nous rappelons d'avoir dit de chacune d'elle: "C'est la plus grande des productions de Mille." Dire cela de "The Crusades" serait une calomnie à l'égard de ce chef-d'oeuvre de l'art cinematographique, car "The Crusades" appartient à un autre monde. Il n'y a jamais eu dans l'histoire du film rien de comparable comme majesté, inspiration, art suprême et spectacle grandiose. DeMille a certainement couronné ce point de sa carrière avec ce film, et nous déclarons sans la moindre hésitation que votre enthousiasme ne connaîtra pas de bornes quand vous le verrez.

PARAMOUNT HAR BLIVIT FODD PA NYTT

Från och med i dag behöver Paramount aldrig se tillbaks till det förflutna. Vi äro en ny organisation, både till kropp och själ som aldrig förut. Den 17 de juni föddes Paramount på nytt. Och det jättelika mötet i New York var orsaken till denna födelsedag. Vår organisation har gått igenom många svårigheter, våra män ha varit förmål för många svåra prövningar, och hela världen har väntat att se Paramounts flagga hissad ned. Men vi ha inte varit Paramount för ro skull under alla dessa år; för ävén, när vi har slagits i striden för framgång, ha vi rustat oss mot den sortens svårigheter, som mött oss under dessa gångna fyra, fem år. Tack vare detta voro vi på vakt när ödet slog oss: vi mötte utmaningen och trots att striden var lång och utmattande, så ha vi segrat i striden och blivit starkare tack vare den—ett nyare, finare och stridsmäktigt Paramount, den största filmorganisationen i världen, annonserande till världen den mest storartade filmproduktion.

Med andra ord mötet var en jättesuccess! Ni kan finna allt, som är skrivit om det på en annan sida i detta nummer, men ni bör veta nu på stället att Paramounts Internationella Corporation hade den mest färgrika utställning det någonsin haft, att många storartade och underbara lovord voro givna till oss i vår ära, och att vi nu äro erkända som en högst viktig del av vår organisation en någonsin förut.

Endast ett mer delgivande om platserna i vår pristävling kommer att göras. Det kommer att bli den sista, i vilken vinnarnas namn kommer att annonseras. Denna månad håller Mr. Graham's British Division första plats, med Carl Yorks Vikingar i andra plats och dessa underbara Blue Ribbon Boys från Australien i tredje plats. Vi tro, att det ännu kommer att bli förvånande ändringar i rangordningen innan slutspåret och vi ber er att inte ta rangplatserna av i dag för mycket för fakta.

Än av de storartade höjdpunkterna under mötet var uppvisningen av Cecil B. DeMille's film "The Crusades." Uppvisningen var föregången av ett mycket instruktif tal av Mr. DeMille. Mr. DeMille hade också något att personligen möta ett flertal av Paramounts Internationella representanter, som voro närvarande, och att höra från deras egna ord om deras planer för filmen. Angående filmen själv, så kan vi ej finna ord nog att uttrycka vår förtjusning. När vi ser tillbaks på alla Mr. DeMille's filmer, så står det oss klart i minnet att vi ha kallat var och en av dem "Den största DeMille filmen av dem alla." Att göra detta till "The Crusades" skulle vara helgerån till denna inspirerade konstfilm, ty "The Crusades" kommer från en annan värld. I historien har aldrig funnits någonting liknande, i skönhet, maktighet, och storartad konst. DeMille når till höjdpunkten av sin bana med denna film, och vi kunna med glädje säga att vi i förväg veta att er förtjusning kommer att sakna gränser när ni ser denna film.

LA RIORGANIZZAZIONE DELLA PARAMOUNT

La Paramount, completamente riorganizzata, inizia una nuova vita! Abbiamo ora una nuova organizzazione, piu' grande che mai nelle sue opere e nel suo spirito. Il 17 giugno fu la data della nostra rinascita e la Convenzione di New York, vibrante nella sua sincerita', ci fornì l'occasione per l'annuncio di questo avvenimento. La nostra organizzazione e' passata attraverso molte prove e molti inferni, i nostri uomini sono stati sottoposti alle prove piu' dure e tutto il mondo ha creduto di vedere abbassata la nostra bandiera. Ma la Paramount non e' stata per nulla la prima fra tutte in questi anni: infatti, anche mentre combattevamo la battaglia del progresso per i nuovi successi, ci preparavamo serenamente contro possibili avversita', come quelle che ci hanno colpito negli ultimi quattro o cinque anni. Percio' quando il destino ci ha provati, noi eravamo pronti: abbiamo accettato la sfida, e, sebbene la battaglia sia stata lunga ed aspra, abbiamo superato ogni difficolta' e ne siamo usciti rafforzati. Abbiamo ora una Paramount migliore e piu' forte per la lotta, la piu' grande organizzazione cinematografica del mondo, che annuncia al mondo la piu' gloriosa serie di pellicole.

In altre parole, la Convenzione e' stata coronata da un magnifico successo. Ne troverete un completo notiziario altrove in questo numero, ma dovete sapere subito che la Paramount International Corporation ha avuto la piu' grande affermazione di tutti i tempi, che molti e ambiti tributi ci sono stati resi e che noi ci siamo dimostrati, piu' che mai, la parte piu' importante dell'organizzazione.

Solo un altro annuncio sara' fatto, dopo questo, della Gara. Esso sara' l'ultimo e vi fara' sapere i vincitori. Questo mese la palma spetta alla Divisione Inglese di Mr. Graham con i Vichinghi di Carl York al secondo posto e gli ottimi "Blue Ribbon Boys" dell'Australia al terzo. Noi riteniamo che vi saranno altri importanti spostamenti prima che si abbia la classifica finale e vi raccomandiamo di non dormire sugli allori.

Uno dei piu' bei episodi della Convenzione fu la presentazione della produzione di Cecil B. DeMille "Le Crociate." Essa fu preceduta da un discorso di Mr. DeMille, che fu assai istruttivo. La presentazione diede anche l'opportunità al Direttore di incontrarsi personalmente con i vari rappresentanti della Paramount International e di udire da alcuni di essi i loro piani per la cinematografia. In quanto alla pellicola, possiamo dire con sincerita' di non sapere trovare parole per descriverla. Riandando alle passate produzioni di DeMille, ci ricordiamo di averle definite tutte, come la "piu' grande produzione di DeMille." Il ripetere questa frase per "Le Crociate," sarebbe un libello per questa produzione, che e' vera arte, perche' "Le Crociate" costituiscono un mondo a se. Non vi e' mai stato nella storia nulla che si rassomigli a "Le Crociate" per imponenza, ispirazione, arte divina, magnificenza di scene. In verita' DeMille ha raggiunto l'apice di tutta

PARAMOUNT IST NEUGEBOREN.

(Continued from Page 15)

uns auch zu einem langwierigen, ermüdenden Kampf herausgefordert hatte, so können wir heute doch mit Stolz sagen, dass wir nicht nur die Feuerprobe bestanden haben, sondern dass wir aus allen Wirren neugestärkt hervorgegangen sind; dass wir heute im tieferen Sinne des Wortes die Spitzenorganisation der Welt sind, bereit, der Welt mit einer grossartigen Auswahl von Filmen zu dienen.

Mit anderen Worten, es war dem Konvent, der ausführlich in einem anderen Teil dieser Ausgabe beschrieben ist, ein durchschlagender Erfolg beschieden. Wir können uns hier nicht mit Einzelheiten aufhalten, aber die Tatsache, dass Paramount International Corporation am Vortrefflichsten abschnitt, berichten wir mit ganz besonderer Freude. Wir wurden ein über das andere Mal gelobt und hat man uns, die wir früher als das "Stiefkind unserer Organisation" galten, zuerkannt, die wichtigere Hälfte unserer Organisation zu sein.

Ueber den Wettbewerb lässt sich nun noch ein Bericht machen, nämlich den des Siegers. Die Führung hatte in diesem Monat Mr. Graham's britische Abteilung. An zweiter Stelle standen Carl York's Wikinger, und Australiens blaues Band leuchtete an dritter Stelle. Wir sind fest überzeugt, dass noch in letzter Minute wichtige Aenderungen eintreffen und dass sich das ganze Bild noch wesentlich verändern wird. Die heutigen Filialstände beweisen noch gar nichts. Es gilt abzuwarten.

Einer der Höhepunkte auf der Konferenz war die Vorführung von Cecil de Mille's "The Crusades." Bevor der Film über die Leinwand rollte, hielt Mr. de Mille eine höchst interessante Ansprache, die mit stürmischer Begeisterung aufgenommen wurde. Gleichzeitig bot sich dem grossen Regisseur die Gelegenheit, mit den anwesenden internationalen Paramount Vertretern Fühlung zu nehmen und ihnen seine Pläne für den Verleih dieses Filmes persönlich zu übermitteln. Soweit der Film selbst in Frage kommt, so müssen wir, ehrlich gesagt, zugeben, dass unser Wortschatz viel zu gering ist, um ihn würdig preisen zu können. Wir haben jeden bisherigen de Mille Film, und mit Recht, als "den grössten de Mille Film" bezeichnet. Wir wollen und können diesen Stempel nicht "The Crusades" aufdrücken. Dieser Film kommt aus einer anderen Sphäre. Es ist ein Kunstwerk, welches eine eigene Klasse beansprucht. Wir alle haben Filme über Filme gesehen, aber so etwas Majestätisches, Hineissendes und künstlerisch Wertvolles wie "The Crusades" haben wir uns überhaupt nicht träumen lassen. De Mille setzt mit diesem Superfilm seiner Karriere die Krone auf, und wir garantieren Ihnen schon heute, dass Ihre Begeisterung, wenn Sie diesen Film gesehen haben, einfach keine Grenzen kennt.

la sua carriera con questa cinematografia e noi non esitiamo a ritenere fin d'ora che il vostro entusiasmo non avrà limiti, quando voi vedrete questa pellicola.

PARAMOUNT IS HERBORN

Paramount is een herboren maatschappij! Op 17. Juni 11, hebben wij met het verleden afgesloten. Alle hinderpalen zijn uit den weg geruimd. Er is een einde gekomen aan de onzekerheid omtrent onze toekomst. Wij kunnen thans, zooals zoo duidelijk bleek uit de stemming onder de gedelegeerden ter Nationale Conventie, met opgeheven hoofd en onbeperkte geestdrift het nieuwe tijdperk intreden.

Wij hebben tegenslag en tegenkantsing ondervonden. Wij hebben zonder morren allerlei teleurstellingen geslikt. Het gezamenlijke personeel is op een zware proef gesteld en de wereld verwachtte elk oogenblik Paramount de vlag te zien strijken. Doch Paramount hield stand. Zelfs terwijl van buitenaf geboekt werd op de muren van onze veste, hebben wij ons binnin gewapend tegen mogelijke toekomstige tegenslagen, welke onzen vooruitgang en expansie zouden kunnen belemmeren, voornamelijk door ons de in de laatste 4 of 5 jaren opgedane ervaring van nutte te maken. En thans, nu het zwaar drukkende juk is afgeschud, treedt Paramount, de grootste, sterkst staande en meest energieke film maatschappij van de wereld naar voren met een indrukwekkende reeks films.

Hoewel het bovenstaande de kern vormde van het op deze uiterst belangrijke Conventie ter sprake gebrachte—waarover U elders in deze editie kunt lezen—moeten wij hieraan toevoegen, dat de klinkende en oprechte woorden van lof aan de Paramount International Corporation ons meer dan ooit deden gevoelen, dat de buitenlandse afdeeling de niet te onderschatten helft is van onze organisatie.

In dit nummer geven wij U het laatste concours staatje, voorafgaand aan den eind stand. Bovenaan vinden wij de Briten, onder leiding van den Heer Graham, op de voeten gevolgd door Carl York's Vikings en dan de krachtige Australische Divisie. Wij gelooven dat de eindstand nog vele veranderingen te zien zal geven, mits men niet bij de pakken gaat neerzitten en tevreden is met den huidige stand.

Een der schitterendste hoogtepunt van de Conventie, was de vertooning van "The Crusades," de nieuwe film van Cecil B. DeMille. De film werd ingeleid door een zeer leerszaam discours van den Heer DeMille, die deze gelegenheid te baat nam om kennis te maken met verschillende buitenlandse vertegenwoordigers en hun plannen voor de exploitatie van zijn film. Wat de film zelf betreft: de grootste loftuigenen zouden te kort schieten in het juiste weergeven van onze indrukken en emoties. Wij hebben voorheen elke nieuwe Cecil B. DeMille film bestempeld als 'de grootste en mooiste,' omdat de beroemde regisseur ons telkenmale iets nieuws en iets beters gaf. Maar deze film kan niet onder de anderen gerangschikt worden. Zij staat geheel apart naar regie, monumentalen opbouw en artistiekeit. Wij zijn ervan overtuigd dat U deze film met grenzeloze bewondering zult aanschouwen.

HOUSE ORGAN NOTES

Newest issue of Argentina's "Los Gauchos" to reach our desk has a very effective cover, inspired by the then impending visit to New York of Managing Director John B. Nathan. Also its pages contain plenty of assurance that Argentina, Uruguay and Paraguay have very serious intentions on the Contest prizes. These intentions found more practical expression in the standings, whereby the Gaucho Division has moved from Thirteenth to Tenth in the space of a month.

The May 1st issue of Australia's "Sales Punch" has a splendid front page story to the effect that five of the six exchanges in that territory were then all over quota. This achievement also finds reflection in the fact that John Kennbeck's division moved up during the month of May from Sixth place to Third.

Spain's "El Matador," in its combined issues of May 4, 11 and 18 gave a very colorful account of all that transpired at the Paris Convention, reprinting in full translations of the film addresses of Messrs. Zukor, Schaefer, Lubitsch and Herzbrun. The Convention itself was reported in masterly fashion by Sr. J. Vidal Gomis, Secretary General of the Spanish Paramount organization.

The June issue of Poland's publication, "Doradca Filmowy" is very much up to standard, with a colorful cover dedicated to the Wanger-Paramount production, "Private Worlds." It also contains a very expressive full page tribute to the late President Josef Pilsudski of Poland.

Jugo-Slavia's "Paramountov glasnik" for June gave over its front page to the recent great convention in Paris, and its three other pages to great boosts for the forthcoming Paramount product. This excellent publication is still very much to the forefront in displaying the Paramount Trade Mark, for which our heartiest congratulations.

Australia's Paramount Sales Punch for May 15th has its cover article "Five Out of Six Branches Over Quota," but the balance of the issue is dedicated to the fact that "Lives of a Bengal Lancer" continues to positively shatter records in all directions in Australia and New Zealand. These same territories are also doing grand things with the Carl Brisson-Mary Ellis picture, "All the King's Horses," which has met with great popularity.

Again we 'come across,' through sheer admiration, with a bunch of plaudits for India's "Paramount Service." Issue Number 9 has reached us by airmail from Calcutta and is really a superb creation, with a magnificent cover dedicated to "Lives of a Bengal Lancer."

And then of course there was the stunning Jubilee issue of London's "Paramount Service," as thrilling a piece of printing as these tired old eyes have seen in a decade of Thursdays. Noteworthy in the issue was an insert literally crammed with laudatory wires from exhibitors. The reason for the wires—you'd never guess!—was that certain little film known as "The Lives of a Bengal Lancer."

GREATEST "THE CRUSADES" OF ALL

REGIONNAIRES:

In dedicating this issue to a demonstration which we have called A Manifestation of Honor, it is extremely fitting that the issue itself should contain so much news of importance.

The results of the Contest just concluded are extremely gratifying for they show what you can all do when faced with international conditions of more than ordinary significance.

For our part here we are making every effort humanly possible to see that you are constantly supplied with a continuity of product which possesses that priceless ingredient known as 'international appeal.' In order to amplify this aid we have lately supplied all offices with a new type of screening report designed to make



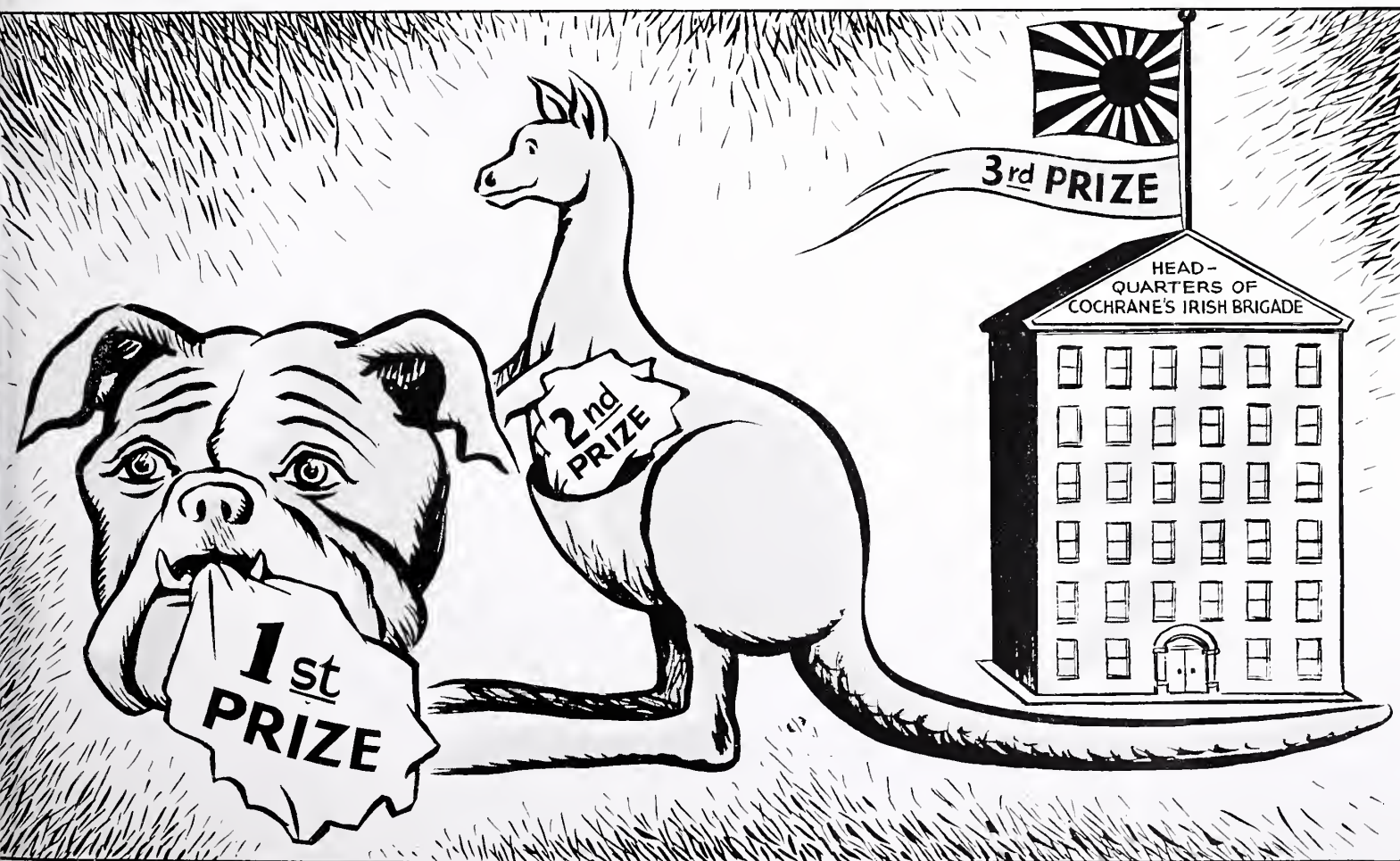
you all counsellors in the shaping of our new programme.

Reverting to the issue you are about to read, it is significant that for the first time in history the silver plaque of America's "Motion Picture Herald" has been won by an overseas man. This fact has aroused more than usual interest in the United States and we trust that this victory will not be the last.

Finally, what we are seeking to demonstrate during this

second half of 1935 is of tremendous importance and we in Home Office have not the slightest hesitation in believing that you will all deliver magnificently of your best.

THE WINNERS: 1st Great Britain, 2nd Australasia, 3rd Japan





Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

Vol. 2 August, 1935 No. 8



PRESIDENT OTTERSON VISITS THE STUDIO

Mr. John E. Otterson, President of Paramount, spent the end of June and all of July visiting the organization's Hollywood Studio. He is shown here with Henry Herzbrun, Vice-President of Paramount Productions, Inc., and Ernst Lubitsch, Managing Director of Production.



VICE REGAL VISIT

His Excellency Brigadier General Sir Winston Dugan, governor of South Australia, being welcomed to a screening of "The Lives of a Bengal Lancer" at the Rex Theatre, Adelaide, by Manager J. H. Vaughan, former Attorney General of the State. (There is another picture of the Rex Theatre elsewhere in this issue.)

HOW IS IT POSSIBLE TO ECLIPSE "THE LIVES OF A BENGAL LANCER"

So enormous, so sustained, and so thrilling has been the success, in every part of the world, of "The Lives of a Bengal Lancer," that we detect in letters, in house organs, and in the conversation of those Paramounteers so fortunate as to visit Home Office, a growing wonder as to how it is going to be possible for any new picture to eclipse the performance of "Lancers." We agree with the international wonder, but we don't think that the problem is as difficult of solution as all that.

True, "The Lives of a Bengal Lancer" has smothered more records than you could shake a million lances at; but then so did "The Covered Wagon" in its day, and so did "Ten Commandments," and "Wings" and "The Sign of the Cross." Our history has ever been a case of record-eclipses, and only while we have such happenings will we continue to progress. If we are content to have "Bengal Lancer" the "tops," then we start to retrogress.

But by the Beard of the Prophet (and profit!) we won't. Hold up your hands in adulation of "Bengal Lancer" all you want to—and then reach for the stars so as to hang on to the new levels of accomplishment that "The Crusades" will register.

And if your arms aren't sufficiently elastic after reaching for "The Crusades," sew in more long sinews so that you'll be able to grab for new records when "The Light That Failed" becomes 'fixed' on celluloid. Here's one in the spirit of "Bengal Lancer" that will make 1936 (a leap-ahead year) probably the most memorable year in all film history.

Then, in the spirit of glorious exuberance which such forthcoming thrills must inspire, be prepared, too, to give glad consideration to such other great films as "The Last Outpost," "Rose of the Rancho," the Jan Kiepura films, Marlene Dietrich in "Desire," with Gary Cooper; and a raft of others.

The parade is endless. "Bengal Lancer" is leading it right now as these lines are being written, but just remember this: "Bengal Lancers" come, and "Bengal Lancers" go—but Paramount predominance just goes right on forever.

PRODUCER OF PARAMOUNT HITS THRILLS TO PARAMOUNT HOSPITALITY

One of the finest tributes to our Paramount organization in Europe that we have ever heard paid, came from Arthur Hornblow, Jr., associate producer, who recently returned from visiting a number of continental countries. It was Mr. Hornblow's good fortune to spend May, June and part of July in England and on the Continent, and in every city where Paramount has representation he found a marvelous reception awaiting him.

When he returned to New York he was more than happy to detail to Mr. Hicks the many kindnesses extended to him, and to tell the Foreign Legion Leader that in every way possible our organization abroad is matchless.

Mr. Hornblow also wished Paramount International News to convey to everybody with whom he came into contact abroad his very sincere thanks for everything that had been done to make his visit more pleasant.

Next month a full year of Paramount association will be rounded out by Mr. Hornblow, who in that time has delivered "Ruggles of Red Gap," "Limehouse Blues," "Wings in the Dark," "Mississippi," "Pursuit of Happiness" and "Four Hours to Kill." His first picture for the second year will be "The Light That Failed," the



ARTHUR HORNBLOW, Jr.

Kipling epic that we have every expectation of seeing eclipse the famous "Lives of a Bengal Lancer."

We are extremely proud of Mr. Hornblow's high appreciation of the International Corporation's work, and we surely pledge him every support in the distribution of his new programme of pictures.

Paramount has bought "The Count of Luxembourg" for Jan Kiepura's use. It will make a brilliant film operetta.



THEY HELD THE FORT

Secretary-Treasurer James A. Sixsmith (left) and General Sales Manager William Hurworth, of Australia's Blue Ribbon Bond who held the fort in the Southern Cross continent during the American Convention trip of Managing Director John E. Kenncheck. Not only held the fort, but helped forge the Division ahead to second place in the great International Contest. They are photographed here on the steps of the Federal Parliament House at Canberra, while they went to present a film record of the Jubilee Year celebrations to the government archives.

AMERICAN PREMIERE OF "THE CRUSADES"

The newly decorated Astor Theatre on Times Square, New York City will witness the American premier of Cecil B. De Mille's mightiest Paramount production, "The Crusades" on August 21st. The function will be performed in all of the brilliance and glory of such premieres in the past and the audience will be liberally sprinkled with important personages.

We will carry an elaborate account of the event in next month's issue.

STOP PRESS

WEDDING BELLS STOP THE PRESSES AS ERNST LUBITSCH WEDS

Little did we think when we carried that picture of Ernst Lubitsch on this page that before the issue was printed we would be halting the press to carry the story of his marriage. This happy event took place in Arizona last Saturday July 27th, when Paramount's film chief took as his bride, Miss Vivian Gaye, a member of the film industry, but not an actress.

We certainly join with all of the world in extending congratulations to Mr. and Mrs. Ernst Lubitsch and we know that our sentiment are re-echoed by Paramounteer the world over on whose behalf we feel entitled to speak.

We Are Now Embarked Upon A MANIFESTATION OF HONOR



In the six months which ended when the last pleasant note of June faded away, we were completely occupied with a task in which each and every Legionnaire gave of his, or her, best in a Contest which had Places and Prizes, Prestige and Pride, for its ultimate reward. It was the sort of a struggle which was hypothetically "One for All and All for One," but everybody hoped that the "One" would be his own particular slice of that great big international 'melon' known as the Globe. And, as contests of that nature go, it was a magnificent achievement—enduring, inspiring and entirely commendable.

But now we come to something else again. It is an Honor Display, a sincere, straightforward demonstration of why we members of Paramount's International Legion are what we are. You know, in years past it didn't take prize contests, or the pitting of one division against another, or the dividing of worlds into contesting segments to make us the unified whole that we are. It was the sheer joy of welding ourselves into a great, indissoluble part of the Paramount organization which in those days so imbued us with an ideal that all other considerations became negligible.

Now we are being called upon to demonstrate once again, over a period of half a year, just what that formula is, how it works, how it is part of our nature, and most of all, why we cherish it as an ideal. To call such a manifestation a "Drive" is not precisely correct; to call it a "contest" is almost as incorrect, although it is in a sense a contest because at its conclusion, as well as during its course, those who have accomplished more than others will have their efforts so tabulated.

But what it is really, is a Manifestation of Honor. All of us, in all parts of the world, are being put "on our honor" to express on Paramount's behalf, through effort and accomplishment, a profound and unshakable faith in our re-born organization, to show that we are more Paramount than ever, in every sense.

As must naturally be expected, quotas of accomplishment for every division have been set by New York, for without these there would be no basis for comparison. All divisions have had these figures for a while now and complete satisfaction in them has been internationally apparent. And so the great event is on.

We who sit at the Crossroads of the World have no array of sharp-toothed cries with which to spur you on. This isn't that sort of a demonstration: we have instead, as you also have, an abiding faith in you to come through with the finest, realest and sincerest manifestation of honor towards, and affection for, your Paramount Company that any appeal within Paramount history has ever produced.

MORE BUSINESS — REDUCED OPERATING COST — MINIMUM OF "OUTSTANDINGS"

LONDON NOTES

"Paris in Spring" — retitled PARIS LOVE SONG for Britain — was successfully launched in London at a Carlton Theatre Premiere on July 4th.

Mary Ellis got a big hand from the critics at a luncheon given in her honour at the Carlton Hotel prior to the opening, with John Cecil Graham, popular chief of the Bulldog Division, in the chair. Mr. Graham was in his happiest mood and pointed out that Miss Ellis had the distinction of being a star in the flesh at the famous Theatre Royal, Drury Lane, in Ivor Novello's big stage production "Glamorous Night" while at the same time she was starring in the "shadow" in PARIS LOVE SONG at the Carlton.

Hannen Swaffer, London's most famous critic, gave a short speech full of the usual "Swafferisms" and expressed his profound admiration for Miss Ellis as an actress. The star with a modesty which charmed the scribes thanked everybody for their kindness.

The London Daily Telegraph says: A new film star has arisen. In "Paris Love Song," Mary Ellis scores such a decided hit that in future the screen is likely to see more of her than the stage. Miss Ellis is at present enjoying a personal triumph in "Glamorous Night" at Drury Lane. But her following is as nothing compared with the admirers she will win in this Hollywood musical production.

The London Daily Mirror: Mary Ellis achieves a big film success in "Paris Love Song." She sings extremely well and reveals herself as an excellent actress.

The Daily Sketch says: Do you like good musical comedy, good singing and acting? If so, see "Paris Love Song" and listen to Mary Ellis and Tullio Carminati in a film which reaches a high standard.

Over here our summer is usually a joke, in many cases being a season of cold and rain, but this year we have a long spell of sunny days which has hit theatre business almost everywhere. Solely due to the excellent product we have been getting lately we are able to point to business done with a great deal of satisfaction; pictures like RUGGLES, BENGAL LANCER, GOIN' TO TOWN and now PARIS LOVE SONG having proved sufficiently powerful to draw packed houses on the hottest days.

Below we give you extracts from

ANOTHER DIVISION IS NAMED — "THE CARIBBEAN DIVISION"

Our campaign for a name for every division is fast bearing fruit. Newest to swing into line is Jerome P. Sussman's Division, which he has named "The Caribbean Division." Along with the name comes his hope, on behalf of every Paramounteer in the division, that the end of this year will see the word "Caribbean" at the head of the results list.

PARAMOUNT PRODUCTIONS, INC.

PRODUCER OF

Paramount Pictures

1329 6461 MARATHON ST.

257 HOLLYWOOD, CALIF.

TELEPHONE HOLLYWOOD 2411

CABLE ADDRESS "FAMFILM"

July 11, 1935

Mr. Albert Deane,
Paramount Pictures International Corp.,
Paramount Building,
Times Square,
New York, New York.

Dear Mr. Deane:

The pledge contained in the Paramount International News as of July first is a generous tribute to THE CRUSADES. An opinion of the picture so graciously expressed moves me very deeply, and on behalf of the staff who made the picture and the many thousands who took part in it I extend appreciative thanks.

Sincerely,



Cecil B. deMille.

CBdM-C

The thanks of Cecil B. DeMille for our pledge on "The Crusades" in last month's issue are briefly but whole-heartedly set forth in the above letter which the editor has received.

JOHN ARMSTRONG WINS "M. P. HERALD" AWARD. FIRST OVERSEAS VICTOR. RENE LEBRETON GETS HONORABLE MENTION

The mightiness of "The Lives of a Bengal Lancer," plus the indefatigability of Paramount exploiters the world over, brought glowing victory to a couple of these Paramountteers in the contest staged each month by America's "Motion Picture Herald," under the title of the

Quigley Award. This award is presented by the trade paper's publisher and consists of a silver plaque for the winner, and certificates for those receiving Honorable Mention.

June, thanks to the aforementioned "Bengal Lancer," proved to be a bonanza month for Paramount, since John Armstrong, advertising and exploitation manager for Paramount's British theatres, romped in a winner with his magnificent campaign on the picture for the London Carlton; and Rene Le-



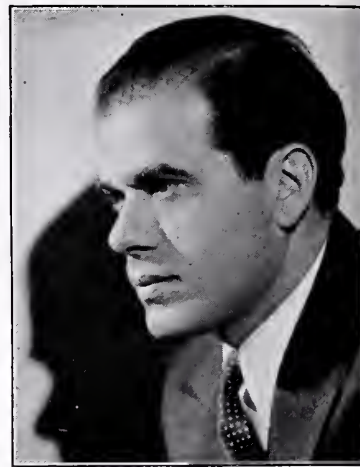
JOHN ARMSTRONG



RENE LEBRETON

breton, as director of Le Paramount, Paris, scored a First Honorable Mention Certificate, for the truly inspiring campaign he put over for the picture at his theatre.

Paramount International Corporation is intensely proud of these two grand workers, and we look forward to a continuity of performances, not only from them but from others, too, which will guarantee that more Quigley Awards will find their way out of the United States.



FRANK CAPRA, director of some of the screen's most notable successes, who will definitely direct on picture for Paramount this year

some more reviews, from which you can see that the Press here regard Mary Ellis as something new and important in films.

Mary Ellis, glamorous, golden-voiced, beautiful and talented; Tullio Carminati, original, amusing and clever; and Lynne Overman, an actor who has made successes of many undistinguished pictures, and put a touch of genius to many fine productions. Mary Ellis has proved herself to be a valuable asset to the film industry. You may sit back and enjoy the consummate artist of Tullio Carminati, or close your eyes and listen to the full-throated notes of Miss Ellis' lovely voice.

SUNDAY REFEREE.

The leading lady of "Glamorous Night" at Drury Lane now figures charmingly as the leading lady succeeding Mae West on the screen at the Carlton. Miss Ellis sings delightfully without pretending to be operatic and you feel all the time that she has a sense of humor.

NEWS-CHRONICLE

Mary Ellis can act and she can sing. She is not a mass of writhing affectation like so many song-and-dance girls, but a highly clever person whom it is a pleasure to meet. Her performance in this film will not disappoint you.

EVENING STANDARD

There are times when it is a pity that film stars cannot take curtain calls after the show. The presentation of "Paris Love Song" at the Carlton, is an example.

Mary Ellis sings three songs and should have had more.

EVENING NEWS

Some pleasant singing, gay backgrounds of Paris, and the talents of Miss Mary Ellis, as accomplished as she is enchanting, and who singing and acting are equally distinguished.

NEWS OF THE WORLD

"Paris Love Song" at the Carlton introduces to us the screen debut of Miss Mary Ellis, as accomplished as she is enchanting, and who singing and acting are equally distinguished.

SUNDAY TIMES

Another picture recently shown, the West-end of London—FOUR HOURS TO KILL—was praised very highly and played to very big business during its week at the Plaza. Owing to a contract with Radio to play a British picture Earl St. John was unable to hold the picture over, but a further pre-release run has now been arranged and the film is now playing packed houses at the New Victoria Cinema, important Gaumont West-end house. This is a unique distinction as it is not customary for pictures in the West-end to have more than one continuous run.

MORE BUSINESS — REDUCED OPERATING COST — MINIMUM OF "OUTSTANDINGS"

RESULTS OF THE CONTEST

How the Legionnaires of the World Ended What Was a Magnificent Display of Collective Effort

THE FIRST THREE WINNERS, ALL OVER QUOTA

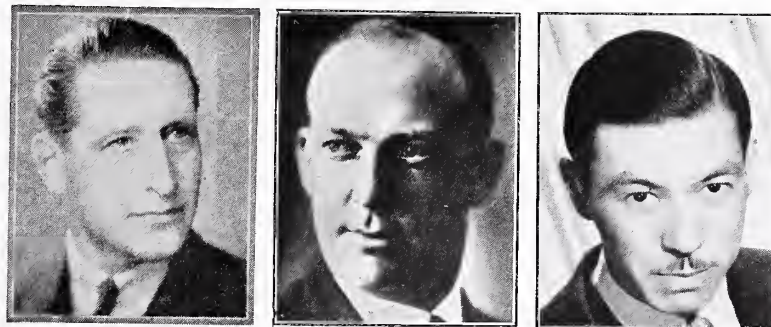
- The Winner Graham's Division**
London Branch the actual winner, bearing out the initial pledge that the Bulldog Division could not and would not be beaten.
- Second Kennebeck's Division**
Wellington Branch the actual winner. The Blue Ribbon Bunch had aimed for first, but Merrie England had too great a lead.
- Third Cochrane's Division**
Tokyo Branch the actual winner. Like the place winners ahead of him, Tom Cochrane led his entire Irish Brigade to an over-quota spot in the contest.
- Fourth York's Division**
The Valiant Vikings, beaten by mightier forces in the now-terminated contest, plan an irresistible effort between now and the end of the year.
- Fifth Schaefer's Division**
Fifth place is anything but satisfactory to the Paramounteers of Germany and Central Europe. Here's a caution to all.
- Sixth Klarsfeld's Division**
Did we hear something about another Division wanting to come in ahead of the French boys. Well, they can have their revenge between now and the end of the year.
- Seventh Pratchett's Division**
Seventh was pretty good, sixth would have been better, but A.L.P.'s Legionnaires are now promising first place or bust.
- Eighth Messeri's Division**
The Matadors have informed us, by private television despatch, that if they don't come in first this time, they'll tackle the rest of the world bare-handed in the Seville arena.

- Ninth Nathan's Division**
Having pounded their way upwards from last to Ninth during the first half of the year, Los Gauchos are going to go right on to 1st during the second half... says J. B. Nathan.
- Tenth Day's Division**
"If the last contest went to the Northern Hemisphere," says John L. Day, Jr., "the next must come south." And the best of it is that his Legionnaires believe implicitly that Brazil is the next winner.
- Eleventh Ballance's Division**
"Watch us drop one of the one's out of that number before the end of the year," writes Mr. Ballance from Calcutta.
- Twelfth Aboaf's Division**
From a cool loggia beside the banks of Father Tiber, Americo Aboaf pens us that someone had to come twelfth this time but that history has recorded that "he who is twelfth will next be first."
- Thirteenth Sussman's Division**
Now that they've finally gotten permission to name themselves "The Caribbean Division," they're throwing 13th overboard and adopting "Winner" instead.
- Fourteenth Del Villar's Division**
The funny thing about a contest, according to the Paramounteers of South America's Pacific seaboard, is that when it's cold it is very very cold—but when it's hot, there's Chile.



ALL POWER TO THE WINNERS

Above, first of all, are the three Division Leaders who led their Legion Divisions to victory: (1) John Cecil Graham, who saw to it that his bulldogs ruled the Paramount waves the world over. (2) John E. Kennebeck, whose inspiration led his Blue Ribbon detachment into second place. (3) Tom D. Cochrane, overlord of all the Orient (north of Siam), whose energy and enthusiasm permeated his entire Division to the extent of ringing up third place on the Contest register.



And then the individual branch managers, leaders of the winning branches in each of the divisions. (1) Douglas W. Abbey, manager of the London branch. (2) Stanley H. Craig, general manager of New Zealand, and manager of the Wellington branch. (3) J. W. Piper, manager of Japan and of the winning Tokyo branch.

And finally, the loyal men and women of each of the three divisions, for it was their spirit of daring, of courage, of indefatigability which inspired their respective divisions into the winning places, and in turn contributed so magnificently to the international success of the Contest.

THE COUNTRIES

Here's the order in which the countries finished in the Contest just ended:

OVER QUOTA

- 1st. JAPAN
- 2nd. HUNGARY
- 3rd. CUBA
- 4th. GREAT BRITAIN
- 5th. GERMANY
- 6th. SWEDEN
- 7th. DENMARK
- 8th. AUSTRALIA
- 9th. CZECHO-SLOVAKIA
- 10th. ROUMANIA
- 11th. JUGO-SLAVIA

- 12th. France
- 13th. Philippines
- 14th. Argentina
- 15th. Spain
- 16th. Brazil
- 17th. Latvia
- 18th. Colombia
- 19th. India
- 20th. Austria
- 21st. China
- 22nd. Italy
- 23rd. Panama
- 24th. Guatemala
- 25th. Norway
- 26th. Uruguay
- 27th. Peru
- 28th. Mexico
- 29th. Porto Rico
- 30th. Poland
- 31st. Holland
- 32nd. Chile
- 33rd. Finland



DELIVERING THE GOODS

Elsewhere on this page is abundant evidence of Paramounteers who "delivered the goods" during the first half of the current year, and who are going to continue to deliver for the balance of the year, and for many years get to come. Our scene is from Harold Lloyd's new Paramount picture, "The Milky Way," for many scenes of which Harold is a milk deliverer, until he discovers a certain magic in his hands which leads him to success and the girl he loves (Ida Lupino). Adolphe Menjou, Veree Teas-

dale, William Gargan and Sally Blane are in the spectacular cast.

STUDIO BOOMING WITH GREATEST PRODUCTION LINE-UP IN HISTORY

PRODUCTION NOTES

Dean Jagger, Gail Patrick and Edward Ellis head the cast of "The Wanderer of the Wasteland."

"Without Regret" has been completed and the studio reports are to the effect that we have a splendid melodrama in this picture. Elissa Landi, Paul Cavanagh, Kent Taylor and Frances Drake have the leads.

"Little America" will be the title of the Admiral Byrd film of the 1934-35 expedition to Antarctica. It will have release soon and the off screen voice in the English versions will be recorded by the Admiral himself.

Pauline Lord has withdrawn from the cast of "So Red the Rose," and Janet Beecher has replaced her. The cast is headed by Margaret Sullivan, and also in the cast are Randolph Scott and Walter Connolly. King Vidor is directing the picture.

Norman Taurog is at present directing several sequences of "The Big Broadcast of 1936" (note that change from 1935 to 1936) at the Astoria Studio in New York.

Carole Lombard's new picture, "Hands Across the Table" is now in work in Hollywood and the blonde star has Fred MacMurray for her leading man.

Already the negative of several weeks of work on Harold Lloyd's new picture, "The Milky Way" has been developed and printed, and the consensus of studio opinion is that Harold is back again in the ace comedy class, with a film which allows of plenty of his old-time clowning and pantomime.

The next Carl Brisson picture

WHENEVER THE QUESTION OF STARS COMES UP

An important section of the Convention was given over to a talk by Mr. Schaefer during which he proved to the satisfaction of all concerned that Paramount has the greatest array of stars and leading players of any company in the entire world. Accordingly, it will be to your interest to have the following list of personalities (alphabetically arranged) ever close to you during all of your Paramount work:—

Benny Baker
George Barbier
Wendy Barrie
Douglas Blackley
Mary Boland
Grace Bradley
Carl Brisson
Kathleen Burke
Geo. Burns &
Grace Allen
Kitty Carlisle
Dolores Casey
Claudette Colbert
Gary Cooper
John Cox
Larry Crabbe
Bing Crosby
Katherine DeMille
Marlene Dietrich
Johnny Downs
Frances Drake
Mary Ellis
W. C. Fields
William Frawley
Trixie Friganza

Cary Grant
Julie Haydon
Rita Held
Samuel S. Hinds
Betty Holt
David Holt
Dean Jagger
Helen Jepson
Roscoe Karns
Rosalind Keith
Walter C. Kelly
Lois Kent
Jan Kiepura
Elissa Landi
Billy Lee
Baby LeRoy
Carole Lombard
Pauline Lord
Ida Lupino
Fred MacMurray
Marian Mansfield
Herbert Marshall
Gertrude Michael
Ray Milland

Joe Morrison
Jack Oakie
Lynne Overman
Gail Patrick
Elizabeth Patterson
Joe Penner
George Raft
Maxine Reiner
Lyda Roberti
Charlie Ruggles
Marina Schubert
Randolph Scott
Sylvia Sidney
Alison Skipworth
Sir Guy Standing
Fred Stone
Mildred Stone
Gladys Swarthout
Akim Tamiroff
Colin Tapley
Kent Taylor
Lee Tracy
Virginia Weidler
Mae West
Henry Wilcoxson

bears the tentative title of "The Bouncer," and will have action, music, romance and songs.

September 3rd is given as the starting date of the Jan Kiepura picture, "Song of the Nile." Kiepura arrives in the United States the last week in August.

Claudette Colbert's next Para-

mount picture will be "The Bride Comes Home," and her leading man will be Fred MacMurray.

Walter Wanger has signed a new Paramount contract to produce an additional six pictures. His final three under the old contract are "Smart Girl," "Every Night at Eight" and "Clipper Ship."

More great Paramount picture are currently in work than any similar period in Paramount history has ever beheld.

"The Big Broadcast of 1936" is fast approaching completion and all camera work on "Pete Ibbetson" has been finished. "The Last Outpost" is having additional scenes made in order that it might approach the greatness with which we have invested it in these columns the past couple of months. "Rose of the Rancho" is daily revealing to us that in Gladys Swarthout we have an opera singer who is going to set the world afire with enthusiasm.

Then, also, Harold Lloyd is busily at work making "The Milky Way" into one of those old-style comedies of his in which action is far more important than dialogue.

In every way the studio is busy in a manner that does our heart good.

The cast of "From Little Acorns" will be headed by Joe Morrison and Charles "Chic" Sale. Rosalind Keith and Dean Jagger are also members of the players line-up.

James Cruze will direct Lee Tracy in his new Paramount picture, "Gettin' Smart." Also in the cast will be Roscoe Karns and Grace Bradley.

Romer Grey, son of Zane Grey, is now an assistant supervisor in the Paramount Studio. His first picture will be "The Bouncer," which stars Carl Brisson.

Frank Tuttle will direct Jan Kiepura in the continental singing star's first Paramount picture, "Song of the Nile." Kiepura is now en route to America.

"I'm Coming Back to You," one of the swellest stories we have read in a long while, has been bought for George Raft's use.

Edward Cline will direct Joe Morrison in "From Little Acorns." It so happens that three of the "acorns" in the picture will be Paramount child stars, Virginia Weidler, David Holt and Baby LeRoy.

Mary Boland is going to go "stage after completing her role in "Twelve For Tonight." She is coming to New York to appear in "Jubilee."

REGARDING CHARLES BOYER'S APPEAL

We are positive that in Charles Boyer we have one of the most popular stars in the world. His work in "Private Worlds," and even more so in "Shanghai," convinces us of this. We are therefore very much interested in two lines of "Variety's" review of "Shanghai," which Walter Wanger who has Boyer under contract, has called to our attention. The two lines in question are:

"He has strong woman appeal."
". . . Boyer's performance will strike straight at the heart of women."

RITA HELD IS HER NEW NAME

Brought to America from her native Austria as Grete Natzle, this blonde young screen player whose talents we believe make stardom sure for her, will be known henceforth as Rita Held.



SOME HIGHLIGHTS FROM "THE BIG BROADCAST OF 1936"

The two top scenes are from the famous Ethel Merman episode, "It's the Animal in Me." Below at left is a glimpse of the Carlos Gardel sequence, in which three tangos are sung in both Spanish and French. In the lower center is the girl band of Ina Ray Hutton. Top right is the eight-year old piano prodigy, Ruth Slenczynski; and at the lower right is Bing Crosby, who sings a couple of songs. In addition to all of these we will have in the picture: 2 songs by the internationally famous Richard Tauber, the Vienna Boy Choir, the British orchestra of Ray Noble, a tap dance routine by the famous Bill Robinson, and many other acts of surpassing importance.

ANOTHER OF THOSE SMASH BRAZILIAN FULL PAGES



It's getting so that we can hardly pick up a Brazilian newspaper and not find an arresting Paramount advertisement somewhere in it. Here's the newest of our discoveries, a page from Sao Paulo in which Popeye the Sailor, graphically depicted saying "I hit hard!", draws attention irresistibly to the magnificence of Paramount's new pictures. Note the excellent use which has been made of the Paramount trade mark in conjunction with the titles of coming attractions. Heartiest congratulations to the advertising men responsible.

MAGNIFICENT ADVERTISING CAMPAIGN MARKED OPENING OF BABYLONIA THEATRE, SAO PAULO



The second city of Brazil was certainly aglitter a couple of months ago when the impressive Babylonia Theatre had its premiere. And it truly was a premiere at which Paramount predominated.

As evidence of this we reproduce herewith two pages of the eight-page newspaper supplement in which tribute was paid to Paramount on a scale virtually without parallel. The "Cleopatra" advertisement was the opening page of the supplement, followed two pages later by the Paramount advertisement which we have also reproduced.

But, there was another grand phase to the entire supplement. You will notice the bottom strip announcing "Cleopatra" on the Paramount advertisement. Well, this was carried at the foot of every other page in the supplement, and when you consider that these pages were dedicated to, respectively, United Artists, Warner Brothers, Western Electric, and three pages devoted to the various firms which built the theatre, you will certainly see that the Paramount picture got a magnificent break.

We cannot help but be profuse in our praise for the fine performance registered by every Paramounteer who had anything to do with this grand campaign.



SWARTHOUT AS "ROSE"

Here is the first "still" showing the colorful Metropolitan Opera Star, Gladys Swarthout, as she appears in the title role of "Rose of the Rancho." Advance word from the Studio tells us that Miss Swarthout's singing in this picture is the most dramatically melodious ever heard from the screen.

OUR HOUSE ORGANS

Zagreb's "Paramountov glasnik," published for the exhibitors of Jugo-Slavia, continues to be one of the brightest publications carrying the Paramount trade mark (and how it carries it!). The issue of July 5th is before us now, taking one giant page to magnificently express complete confidence in "The Crusades."

Another publication with a spot of honor on our display table is Poland's "Doradca Filmowy," numbers 7 and 8 of which have just crossed the Atlantic in order to show us how much the Polish Paramounteers are looking forward to the new forthcoming productions.

Product announcement books have been giving us great thrills the past month or two. One colorful item to leave the postman's hands was the Austrian announcement, a book of convenient size, with the cover devoted to the Trade Mark and to Betty Boop and Popeye. Inside, most of the announcements were in cartoon form, and right splendid they were, especially a full page devoted to the new Harold Lloyd picture.

Then there was the product book from Denmark, in which large photographs of the stars predominated, and a Trade Mark of gigantic proportions dominated the cover. A smart, effective piece of work. And, while we're in the Scandinavian realm, let's give out a measure of praise for the Paramount announcement in the Helsingfors trade paper, "Suomen Kinolehti," a scintillating piece of work which certainly told the exhibitors of Finland what treats

A REAL MELODY

A song that is being hummed over the international cable wires these days:—

"We'll Better Our Pace For the Second Half of the Year!"

WHEN A LEGIONNAIRE TAKES UP A BET—

In Paramount's domestic (U. S. A.) publication, Paramount Sales News, issue of June 5th, there was a proud statement to the effect that the Philadelphia office was excited over the prospect of selling 300,000 heralds on Mae West's "Goin' to Town."

Such a figure was indeed microscopic to Manager G. P. Vallar, of Germany, who reported under date of June 27th that Germany's three offices had already sold 2,500,000 heralds on "Bengal Lancer," and 2,200,000 on "Scarlet Empress," and that the end for either wasn't in sight.

We were just getting ready to send aspirin to the domestic ad sales department when Donald L. Velde, head of that department who had initially reported the Philadelphia sale, came through with this grand comment: "Mr. Vallar should indeed feel very proud of these sales because they are exceptionally good."

Paramount has in store for them.

Then, swooping to the other side of the globe, we find in the May and June issues of "Paramount Sales Punch" a prophecy that the Blue Ribbon Bunch of Australia would finish well among the leaders. (They came in Second). This Australian publication's two issues were packed from cover to cover with tornadic news about the great success of "The Lives of a Bengal Lancer," which picture has shattered all records, for all time, in so many Australian and New Zealand theatres that the Blue Ribbons are wondering whether there is any picture in the future which can eclipse such performances. (We have taken this subject up on another page.)

And now let us go to Italy, where a couple of colorful broadsides—one on Paramount product generally, and the other specifically for "The Lives of a Bengal Lancer"—have materially advanced Paramount prestige in the Italian empire. Fine work on the part of those publicity folks responsible.

And then of course "La Paramount Francaise" came through with another magnificent issue for July, reflecting in the main the grand Paramount Convention in New York, and in turn telling how that momentous event found reflection in France.

Finally, there came to our desk the finest issue of "Los Gauchos" (June issue) that we have ever seen. It proved to be a sure guide as to why and how the Argentine Division forged ahead from 14th place to 9th in the Contest just ended, and just as sure guide as to how much farther they will forge before the year's end.

MORE BUSINESS — REDUCED OPERATING COST — MINIMUM OF "OUTSTANDINGS"

BROADCASTING "LIVES OF A BENGAL LANCER"



A smart piece of exploitation was engineered by the Paramounteers of Brussels when "The Lives of a Bengal Lancer" was that city's sensation recently. It consisted of a dramatization of scenes from the picture, the enactment being done by the cast shown above. They are, reading from left to right: Mr. Baetens (playing Lieutenant Stone), M. Max Mathien (Lt. Forsythe), M. Agramon, director of the Paramount Coliseum (Mahommed Khan), M. Varlez (Major Hamilton), Mme. Henlet (Tania), M. Maurice Widy, director of Paramount publicity, Brussels (Lt. McGregor), M. Peguy (Woodley), M. Loare (Col. Stone) and M. Doarre (Le Vizier).

We think that this was a priceless piece of publicity and undoubtedly contributed materially to the very great success of the picture in Brussels.

H. M. THE QUEEN OF ITALY APPRECIATES PARAMOUNT'S COLOR CARTOON GIFT

A few months ago we reported that Her Majesty the Queen of Italy had become so enamored of a Paramount-Fleischer color cartoon, "The Song of the Birds," that she wished to purchase a print. Paramount and Fleischer jointly however, with the cooperation of Managing Director Americo Aboaf, presented a print to the Queen. Her Majesty has now had the following communication forwarded to Mr. Aboaf:

"I have received your courteous letter of July 3rd, together with the colored cartoon, 'Song of the Birds' which it has been my pleasure to present to Her Majesty, the Queen.

"Her Majesty has accepted this most charming gift for which she is indeed very grateful, and has intrusted me with the charge of expressing to you, your Company, and to the producer, Mr. Max Fleischer, her thanks for same."

(sqd.) V. SOLARO DEL BORGO.

PARIS CONTRIBUTES MAGNIFICENTLY TO WORLD PARADE OF "BENGAL LANCER" SUCCESS

One of the most significant stories of “Bengal Lancer” triumphs comes from Paris. Director General Henri Klarsfeld reports that, according to bookings now on file, the picture will have, by September 6th, played a minimum of 105 major bookings in the metropolitan area of Paris. This is an absolute record for any company's picture in the entire history of Paris film-going.

France's challenge is out to anybody who can beat this record. Report to us and we'll publish the challenge.

Announcing Our First Real Serial Story "THE HONOR OF THE LEGION"

By P. I. CORP

Commencing in next month's issue we will present the first serial story ever to be presented in this publication. "The Honor of the Legion" is a gripping romantic tale of breathless adventure in many parts of the world, eclipsing in climactic intensity the thrills which you see on the screen. Its characters are real and human, while the narrative will hold your interest from first to last. Be sure and order your copy of this magazine in advance so as not to miss a single installment.

BALLANCE NAMES NOVEMBER AS PARAMOUNT MONTH

Charles B. Ballance, general manager of India, Burma and Ceylon, has named November as "Paramount Month" and promises great achievements for that period. We look forward with very sincere interest to a further outline of his plans.

In the meantime, Jasper Rapoport has again named September as Paramount Month for Cuba, during which time he hopes to duplicate his great success of last year.

VISITOR FROM BERLIN

Home Office was very happy to have had a visit, during June and July, from Miss Steffi Lillienthal, private secretary to manager G. P. Vallar of Germany. Miss Lillienthal came to New York to visit her family, whom she had not seen for many years.

MOMENTOUS EVENT IN EXPLOITATION

The winning of the Silver Plaque of The Motion Picture Herald (U. S. A.) by John Armstrong, director of advertising and publicity of Paramount's theatres in Great Britain, is an event of far-reaching significance. It marks the first occasion on which the plaque, which is awarded monthly, has gone overseas, and for this reason we believe should be a great stimulus to all advertising and exploitation men throughout the world.

AUSTRALIA KNOWS ABOUT PARAMOUNT'S SONGSTARS

Advertising Manager Hermann E. Flynn in Sydney has been indefatigable in his campaign to launch Paramount's songstars, and to convince the local picturegoers that these songstars place Paramount well in the

**CRIME THRILLER**

Not, this time, a glorification of the criminal, but of the master-tracker who "gets his man." Comparable with Canada's Royal Northwest Mounted Police is the detachment of United States operatives of the Department of Justice, who track down their men with superb courage and undeviating relentlessness. Paramount has glorified them in a film entitled "Men Without Names," from the cast of which we show above Fred MacMurray and Lynne Overman.

lead where filmusicals are concerned.

He has sent us in advance of publication a set of proofs linking Mary Ellis and Carl Brisson, which advertisements were prepared for "All the King's Horses." He has also informed us of the plans he is making for launching Jan Kiepura, Gladys Swarthout and Helen Jepson, all of whom are to glow musically for Paramount before the year ends.



"THE LAST OUTPOST"

We give you this scene, depicting Cary Grant and Claude Rains, as additional evidence of the powerful saga of action which you can expect from this film. Gertrude Michael is also in the production, and so sincerely is the Studio watching our interests with this film that they have taken it back for added scenes to enlarge the spectacular element of the production.

GRANDES NOTICIAS

El concurso del primer semestre de este año ha terminado con la victoria para Inglaterra. Australia obtuvo el segundo lugar y Japón el tercero. En la recapitulación por países Japón obtuvo el primer lugar. Todos los países rebasaron la cuota señalada, lo cual es un éxito maravilloso.

Y ahora nos encontramos empujados en una nueva empresa. No se trata precisamente de un concurso, ni de una competición, pero hay establecidas cuotas para cada división y cada país. También habrá una "tabulación" de los resultados. Pero de lo que se trata realmente es de demostrar al mundo entero la fuerza vital que poseen los legionarios, a la cual se debe el lugar de preeminencia que ocupamos.

En este número se hallará un artículo relacionado con "Tres lanceros bengalíes," película que en pesar de haber sido un exitazo en toda la extensión de la palabra, Paramount no se ha dormido en sus laureles como suele decirse y, como prueba de ello, podemos anunciar que hay en vías de producción otras películas que igualarán o acaso superarán los grandes éxitos de aquélla.

A partir del próximo número de PARAMOUNT INTERNATIONAL NEWS publicaremos un folletín sumamente interesante. Se trata nada menos que de una serie de artículos que llevarán el sugestivo título genérico de "El Honor de la Legión," y no tenemos ningún motivo para dudar que sus "entregas" serán traducidas con gusto para solaz e inspiración de los legionarios que no puedan leerlas en su idioma original.

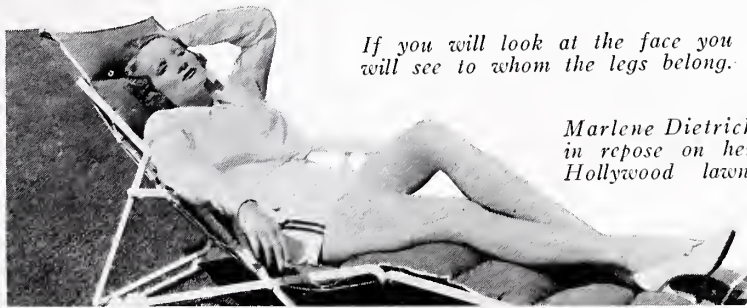
El señor John E. Otterson, presidente de la Paramount, continúa intensamente estudiando los problemas de producción en Hollywood. Su regreso a Nueva York se anticipa para mediados del próximo agosto.

En los momentos que escribimos estas notas están ya en poder de las más importantes oficinas extranjeras de la Paramount las copias de la película "Las Cruzadas."

De consiguiente, todo lo que pudiéramos decir sobre esta estupenda película sería redundancia. Nos atenemos, pues, a la opinión de los que la hayan admirado para juzgar de sus verdaderos méritos. Cecil B. de Mille activa los planes para la realización de la película "Sansón y Dalila," la que espera poner ante el público a principios del año venidero.

A todos los legionarios que tuvieron la buena fortuna de saludar personalmente a Mr. Arthur Hornblow durante su reciente visita a Europa, este señor se complace en expresarles su más sincero agradecimiento por la pruebas de afecto de ellos recibidas. Mr. Hornblow está en estos momentos ocupado en la preparación de la película "The Light That Failed" ("La luz que se extinguió") para su filmación.

Y para terminar estas noticias, las cuales, como podréis ver, hemos calificado de grandes porque lo



If you will look at the face you will see to whom the legs belong.

Marlene Dietrich in repose on her Hollywood lawn.

DIE NEUESTEN NACHRICHTEN.

Der Wettbewerb für das erste halbe Jahr ist beendet und Grossbritannien ist aus demselben als Sieger hervorgegangen. Den zweiten und dritten Preis erruteten Australien und Japan. Hätte man den Sieg laut Verzeichnis der Länder-tabelle ausgetragen, so hätte Japan den ersten Preis davongetragen. Alle drei Filialen haben ihre Quoten um ein Bedeutendes überschritten, welches auf jeden Fall von ganz hervorragenden Leistungen zeugt.

Wir haben nunmehr eine neue Mission zu erfüllen. Wiederum soll Ihr Wetteifer angespornt werden. Diese Neueinrichtung ist weder ein Wettbewerb, noch ein Preisausschreiben, aber es werden alle Filialen und Bezirke Quoten zugewiesen bekommen und deren Stände bekanntgegeben. Dieser zum Austrag gelangende Wettstreit soll jedoch hauptsächlich der Welt zeigen, wie mächtig Paramount's Auslandsabteilung ist, und dass wir gar nicht umhin können, die vorbildlichste Weltfilmorganisation zu sein.

Mit dieser Ausgabe gelangt ein Artikel zum Abdruck der beweist, dass—wenngleich auch "Bengali" allerwärts die fabelhaftesten Erfolge zu verbuchen hat — Paramount's Produktions abteilung nicht auf ihren Lorbeeren ausruht, sondern dass sie im Gegenteil, im Moment noch viel bedeutendere Filme in Arbeit hat, und dass wir einfach von einem grossen Erfolg zum nächsten noch grösseren Erfolg zu schreiten haben.

Beginnend mit dem nächsten Monat bringen Paramount's Internationale Nachrichten eine Geschichte zum Abdruck, deren Fortsetzungen in jedem Monat veröffentlicht werden. Es ist dieses unser erster Versuch auf novellistischem Gebiete in unserem Hausorgan. Die Geschichte betitelt sich "The Honor of the Legion" und wird sicherlich für Sie übersetzt werden.

Unser Präsident, Herr John E. Otterson, setzt seine intensiven Studien der Hollywood Produktionsverhältnisse fort. Er wird aber Anfang August nach New York zurückkehren.

Es sind jetzt in all unseren grösseren Filialen Kopien von "The

son, llamaremos la atención de los legionarios hacia el tributo que Mr. Hicks les dirige por el ejemplar esfuerzo realizado por todos para el tremendo éxito de nuestro último Concurso.

AS GRANDES NOTICIAS DO MEZ

Os resultados do nosso concurso, referentes ao primeiro semestre, dão á Inglaterra o primeiro lugar; a Australia attingiu o segundo e o Japão, o terceiro. Esses tres campeões não só chegaram como passaram a méta, além da quota, o que é um feito admiravel.

—Agora passamos a uma segunda empresa. Não se trata de um novo concurso, ou campanha de competição, mas haverá uma quota fixa para cada divisão, para cada país. Haverá também uma tabulação dos resultados. O nosso intento principal, nesta nova empresa, é mostrar a nossa força como legionarios e provar mais uma vez que a Paramount possúe a melhor organização cinematographica do mundo.

—Publicamos um artigo nesta edição, pelo qual se verá que se "Os Lanciros da India" foi um filme esplendido para todos os mercados, ha presentemente nos nossos estudos varias fitas em produção, que promettem seguir em tudo o exito daquelle "big hit" e até—quem sabe?—superal-o.

—No proximo mez começaremos um serie de notas interessantissimas sobre a nossa Legião Estrangeira. Esses escriptos, que terão o titulo "The Honor of the Legion," merecerão por certo serem traduzidos, em cada país, para o proveito daquelles que não lêem directa-

mente o inglez. —Mr. John E. Otterson, presidente da Paramount, continúa o seu meticoloso estudo da nossa produção, no estudio de Hollywood. Estará de regresso em Nova York em Agosto proximo. —Já o nosso departamento de expedição está mandando para o estrangeiro as primeiras copias do super-filme "As Cruzadas," uma das mais estupendas produções ainda sahidas dos nossos estudos. Mais interessante ainda é saberem que Cecil B. de Mille está já a trabalhar na sua nova concepção—"Sansão e Dalila," que deve ficar prompta até o fim deste anno. —A todos aquelles que tiveram a boa fortuna de conhecer pessoalmente Mr. Arthur Hornblow, durante o nosso congresso realizado em Paris, remette aquelle cavalleiro, por nosso intermedio, os seus melhores saudaes, como seus agradecimento por todas as gentilezas recebidas. —Antes de fecharmos estas ligeiras notas, seja-nos permitido chamar a vossa attenção para o que escreve Mr. Hicks na primeira pagina desta edição, onde elle deixa patente seus agradecimentos a todos os legionarios que tanta força evidaram para o exito estupendo do nosso concurso.

Crusades" zu haben, und Sie konnten sich inzwischen wohl schon persönlich davon überzeugen, dass wir auf keinen Fall übertrieben haben, als wir dieses Filmenos seinerzeit als den herrlichsten Film in der Geschichte unserer Firma bezeichneten. Mr. de Mille befindet sich nunmehr bei den Vorbereitungen für seinen nächsten Film "Samson and Delilah," der Anfang des nächsten Jahres zum Verleih gelangen wird.

Wir sprechen an dieser Stelle allen denjenigen Paramountlern, die Herrn Arthur Hornblow während seines Europaufenthaltes in so liebenswürdiger Weise aufgenommen haben, seinen allerherzlichsten Dank aus. Herr Hornblow befindet sich jetzt bei der Bearbeitung von "The Light that Failed."

Zum Schluss möchten wir noch auf unser Titelblatt hinweisen, mit dem Mr. Hicks allen denjenigen Paramountlern seine Anerkennung zollt, die durch ihren unermüdblichen Fleiss und viele Entbehrungen dem zum Abschluss gelangten Wettbewerb seinen durchschlagenden Erfolg ermöglicht haben.

GRANDES NOUVELLES

Le Concours pour le premier semestre de l'année s'est terminé par la victoire de la Grande Bretagne, L'Australie est arrivée seconde et le Japon troisième. Dans la computation par pays, le Japon a été proclamé gagnant. Tous les gagnants ont considerablement dépassé leur quote-part, et c'est là un succès remarquable.

Et maintenant nous nous embarquons pour une nouvelle mission. Ce n'est pas exactement un concours, ni une campagne, mais il y aura des quote-parts pour chacune des divisions et chacun des pays. Il y aura également une computation des résultats. Mais ce que nous nous efforçons surtout de réaliser, c'est de montrer au monde, exactement quelle puissance nous Légionnaires possédons et qui a fait de notre organization cinematographique "l'as" du monde.

Nous publions dans ce numéro un intéressant article qui prouve que bienque "The Lives of a Bengal Lancer" ait obtenu un formidable succès dans le monde entier, la section production de Paramount a en ce moment en exécution des films plus grands encore, et que d'un grand succès nous irons à un succès plus grand encore.

Le mois prochain nous commencerons la publication du premier feuilleton romancé jamais paru dans Paramount International News. Ce feuilleton portera comme titre "The Honor of the Legion" et nous ne doutons pas que ses diverses parties seront traduites à votre intention.

M. John E. Otterson, président de Paramount, continue à faire une étude approfondie de la situation de la production à Hollywood et (Continued on Page 10)

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STORA NYHETER

Pristävlan för detta halvår är nu slut med Storbritannien som första pristagare. Australien tog andra priset och Japan det tredje. I tabulationsresultatet världen över tog Japan första priset. Alla pristagarna överträdde "quotan," vilket var storartat.

Nu ha vi börjat med en alldeles ny sak. Det är i själva verket inte en pristävling, men det är "quotas" för varje division och för varje land. Vi komma också att ha en speciell tabulation av resultaten. Men, vad vi egentligen äro efter, är att demonstrera för världen, vilken makt vi legionnärer hava och som har gjort oss till den starkaste filmorganisationen av alla.

Vi delgiva i detta häfte en oerhördt intressant artikel, som visar att, trots att "The Lives of a Bengal Lancer" är en storartad succé världen över, Paramounts produktionskrafter ha lyckats få även ändå större filmer, som alla äro under inspelning just nu—och att vi äro ständigt i uppgående från en stor succes till en ännu större.

Nästa månad komma vi att publicera första delen av en serie av noveller, de första, som Paramount International News någonsin ha tryckt. Den kommer att heta "The Honor of the Legion," och vi äro övertygade om, att dessa följetonger komma att bli översatta för eder alla.

John E. Otterson, Paramounts president, fortsätter sitt genomgående studium av inspelningskonditionerna i Hollywood, men han återkommer till New York i augusti.

Vid denna tidpunkt äro prints av filmen, "The Crusades" levererade i alla de viktigaste territorier och i alla veta vid det här laget, att vårt påstående, att denna film är den mest storartade, vi någonsin gjort, är sant och att vi inte överdrivit. Under tiden arbetar Mr. DeMille för högtryck på förberedelserna för "Samson and Delilah," som han hoppas ha färdig tidigt på nyåret.

Till alla de Paramountärer, som hade det odelade nöjet att personligen sammanträffa med Mr. Arthur Hornblow vid hans besök i Europa nyligen, bedja vi få framföra Mr. Hornblows tack för all storartad vänlighet, som visades honom. Han är nu oerhördt upptagen med förarbetet på "The Light That Failed," då den filmen skall upptagas i den närmaste framtiden.

Och som en värdig avslutning bedja vi att få uppmärksamma eder alla på det lovord, som Mr. Hicks framför på detta häftes första sida, med tack till de legionnärer, som så underbart och samvetsgrant hjälpte att göra den nu avslutade pristävling till en så stor success, som den verkligen var.

Frank Morgan has been signed by Paramount for one of the three stellar roles in "Anything Goes," the musical comedy which is still a New York sensation.

NOTIZIE IMPORTANTI

Il Concorso per il primo semestre di quest'anno e' terminato con la vittoria della Gran Bretagna, l'Australia e' risultata seconda e terzo il Giappone. Nel concorso per paesi, vincitore e' stato il Giappone. Ognuno dei vittoriosi ha ben superato la sua quota, il che costituisce un risultato veramente straordinario.

Ed ora ci accingiamo a compiere una nuova missione. Non si tratta veramente di un concorso, od una gara. Saranno, cio' non ostante stabilite anche in questa occasione delle quote per ogni divisione e per ogni paese, e sara' data un'esatta compilazione dei risultati. Ma quello che cerchiamo maggiormente di ottenere e' di dimostrare al mondo quanto grande sia il potere dei Legionari, che ci ha procurato la soddisfazione di assurgere al primo posto tra le organizzazioni cinematografiche del mondo.

Un interessante articolo pubblicato in questo numero dimostra che sebbene "LA VITA DI UN LANCIERE DEL BENGAL" sia stata un clamoroso successo per tutto il mondo, l'organizzazione produttiva della Paramount si accinge a produrre pellicole ancor piu' spettacolose ed imponenti, passando cosi' da un gran successo ad altri ancor piu' grandi.

Nel mese venturo inizieremo la prima serie drammatizzata della "Paramount International News." Sara' intitolata "L'Onore della Legione" ed abbiamo fiducia che le varie puntate saranno tradotte anche nella vostra lingua.

Il Sig. John E. Otterson, presidente della Paramount, continua i suoi esaurienti studi sullo stato della produzione in Hollywood, ma fara' ritorno a New York verso i primi di agosto.

A quest'ora copie de "LE CROCIATE" si trovano gia' nei piu' importanti centri di distribuzione. La nostra affermazione che questa e' la piu' stupenda pellicola mai prodotta dalla Paramount si e' avverata in tutto e per tutto. Nel frattempo il Sig. DeMille sta affrettando i preparativi per la "SANSONE E DELILLA," che spera di poter completare verso l'inizio del nuovo anno.

A tutti i "Paramounteers" che ebbero la buona fortuna di incontrarsi col Sig. Arthur Hornblow durante la sua recente visita in Europa, porgiamo in questo numero i suoi ringraziamenti per le cortesie usategli. Egli si trova in questo momento tutto occupato ad apprestare la produzione de "THE LIGHT THAT FAILED" (La Luce che si Spense).

In conclusione, permetteteci di richiamare la vostra attenzione sul tributo rivolto, in prima pagina, dal Sig. Hicks a tutti i Legionari che con la loro entusiastica collaborazione resero possibile il grandioso successo del concorso.

GROOT NIEUWS

Het concours voor de eerste helft van dit jaar is ten einde, en gewonnen door Groot Brittanje. Australië was No. 2 en Japan No. 3.

Naar landen gerangschikt, was Japan No. 1.

Alle prijswimmers hebben hun percentage ver overschreden, hetgeen een merkwaardige prestatie te noemen is.

In de tweede helft van dit jaar zullen wij geen concours houden, doch wel minimum percentages vaststellen en de resultaten op geregelde tijden publiceren, niet alleen bij Divisie doch ook bij land, om aan te toonen welk een enorme drijfkracht onze onderneming de grootste film maatschappij van de wereld maakt.

In deze editie nemen wij een artikel op, waaruitblijkt dat Paramount films in voorbereiding heeft van het 'Lives of a Bengal Lancer' genre, welke het succes dier film zullen overtreffen.

De volgende maand verschijnt in dit orgaan het eerste gedeelte van een serie-verhaal, getiteld "De Eer van het Legioen." Laat het voor U vertalen.

John E. Otterson, de President van Paramount, maakt zijn studie van onze productie organisatie in Hollywood; hij wordt in Augustus in New York terugverwacht.

Copieën van 'The Crusades' zijn thans in 't bezit van alle overzeesche kantoren. Is het U thans duidelijk dat ons ophemelen van deze allergrootste der groote Paramount films geen grootspraak was? De Heer DeMille heeft thans een nieuwe soortgelijke film in voorbereiding: "Samson en Delila," welke tegen het begin van 't volgende jaar gereed zal zijn.

Namens den Heer Arthur Hornblow, die op zijn Europeesche rondreis velen Uwer een bezoek bracht, betuigen wij U hierbij onzen dank voor Uw welwillende hulp. Hij werkt thans hard aan "The Light That Failed."

Tenslotte een woord van dank namens den Heer Hicks aan alle legionnaires voor hun bijdragen in het pas geëindigde concours.



BALI ON THE BOULEVARD

Here is a graphic picturization of the way in which Marquise Henry de la Falaise's Balinese epic, "Legong" was announced to the Parisian picturegoers from the imposing facade of Le Paramount.

יאר 2
 6 גר
 1935

ארנסט מירט
 וועגן אלע נייעסן און געשענישן
 וואס קומען פאר איר דער
 סאטער טאג

פילם-נייעס
 דער שטיינער לעס

אקטועלער, אינטערעסאנטער
 מאטער
 פאר צייטונגען און צייטונגלעך
 רעד. אדווייטער: מ. געלער

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 Telefon: 11 85-10

PARAMOUNT PUBLICITY IN ANOTHER IMPORTANT LANGUAGE

Manager M. Czaban has sent us from Warsaw a copy of the special Yiddish edition of Paramount Film News which he has been circulating among the Jewish newspapers of Poland since December 1934. Mr. Czaban says, in connection with this service: "There being 54 Jewish newspapers in Poland, the readers comprising a considerable number of theatregoers, our monthly edition proves a useful means of Paramount propaganda."

GRANDES NOUVELLES

(Continued from Page 9)

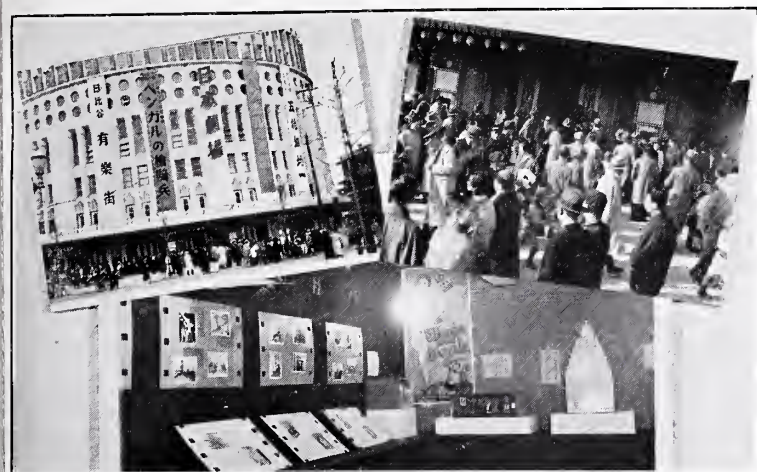
reviendra à New York au début du mois d'août.

Dès maintenant, tous les positifs de "The Crusades" sont arrivés dans les territoires importants et vous devez savoir que tout ce que nous en avons dit, notamment que c'était le plus puissant de tous les films depuis les commencements de Paramount, est littéralement vrai. Entretemps M. DeMille active la préparation de "Samson and Delila," qu'il compte terminer au début de l'année qui vient.

A tous les Paramountais qui ont eu la bonne fortune de rencontrer Mr. Arthur Hornblow pendant sa visite récente en Europe, nous offrons dans ce numéro les remerciements de M. Hornblow pour toutes les attentions dont il a été l'objet. Il est maintenant activement occupé à la préparation de "The Light That Failed."

MORE BUSINESS — REDUCED OPERATING COST — MINIMUM OF "OUTSTANDINGS"

GOOD EXPLOITATION CANNOT HELP BUT SUCCEED!



PARAMOUNT IS PARAMOUNT IN JAPAN

Here are three splendid tributes to Paramount's supremacy in Japan, and additional proof of why Tom Cochrane and his merry Irish Brigade were so sanguine of placing in the Quota Contest. The main scene is a corner of the special Paramount exhibition at the Mitsu Koshi Department Store in Tokyo, and all of you should be agog over the model of the Paramount Building. The other two scenes represent the exterior of the Nippon Gekijo Cinema in Tokyo during the presentation there of "The Lives of a Bengal Lancer."



STIRRING "CLEOPATRA" DISPLAYS IN ITALY

Managing Director Americo Aboaf has sent us a sheaf of wonderful exploitation in behalf of "Cleopatra" in Italy, and from it we selected these four scenes as typical of what the Italian exhibitors are doing. At the top left is the lobby of the Odeon Theatre, Rome. Beside it the Olimpia Theatre Genoa. In the bottom row at left, and with the Egyptian influence very manifest, is the entrance to the Super Cinema Theatre in Rome; and beside the very imposing entrance to the Ghera Theatre in Turin.

"HOUSE FULL" SIGN FOR TENTH SUCCESSIVE DAY

Our history of "Bengal Lancer" triumphs is far from complete. Few pages are added every day. Here's one from Adelaide, Australia: the Rex Theatre with the "House Full" sign for the 10th successive day. Note how this theatre (not Paramount owned) uses our Trade Mark.



BUENOS AIRES CAN BE WELL PROUD OF "CLEOPATRA" CAMPAIGN

Not in many moons have we seen an exploitation book that could eclipse the generous one that came up from Buenos Aires to tell of what the modest Paramount publicists in that part of the world, led by the indefatigable Guillermo Fox, did in behalf of Cecil B. DeMille's "Cleopatra" in the Argentine metropolis. We have given you some smattering of it in our columns during the past few months, but only when you see this towering book do you realize what a magnificent, comprehensive job was done. Our heartiest congratulations to all concerned.



FANTASTIC STUNT

One of the most diverting means of attracting attention to a picture that have come to our notice in a long while is illustrated in the scene above. It took place at Kragujevac, Jugo-Slavia, where Mae West's film "I'm No Angel" was the attraction. Two little gipsy musicians were engaged to play and sing popular melodies at Mae West's poster to draw the public's attention to this picture. Mr. M. F. Jordan wrote us about the stunt, which he said was extremely successful.

LEEDS (ENG.) PARAMOUNT GETS NEW HOUSE MANAGER

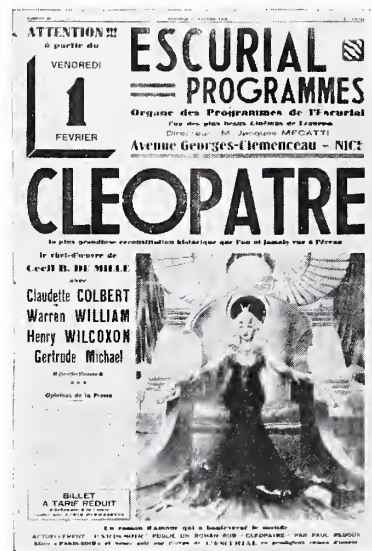
Mr. Harris, who managed the theatre some time ago, has again been appointed house manager of the Paramount Theatre, Leeds, England, in place of Robert Graham, who resigned to take a production post with one of the British film companies. We offer heartiest congratulations to Mr. Harris on his appointment.

SYLVIA SIDNEY WINDOW IS BUENOS AIRES HIGHSPOT

That Sylvia Sidney is a great favorite in Argentina is attested by this important window in the renowned Tow Store, in Florida Street, Buenos Aires. The dresses are exact copies of those worn by Miss Sydney in "Behold My Wife," and the notices prominently named the film's theatre.



BLARING BROADSIDES



Here are two sides of a pair of thundering full page broadsides sent us by the French Division. One is from the Cinema L'Eseurial, Nice, France, the director of which is M. Jacques Mecatti. The other one is from the Palmarium Theatre of Tunis.

There is absolutely no doubt whatsoever, from the evidence presented on the current issue of Paramount International News, that Mr. Klarsfeld's Division was overwhelmingly energetic in exploiting DeMille's "Cleopatra" to the absolute limit.





BRAZILIAN EXPLOITATION FOR "BENGAL LANCER"

Manager J. C. Carrico of the Cine Popular, Juiz de Fora, knew that he had a great picture in "The Lives of a Bengal Lancer," so he went out of his way to make an exciting street float. Here's his effort—an Indian fort mounted on a Ford, and it caused plenty of interest and excitement in the street among those few who were not able to cram their way into the Cine Popular.

AN AMAZING EDITORIAL ON "BENGAL LANCER"

We reprint herewith, from the theatre programme of the New Empire Theatre in Calcutta, India, a wholly unbiased appraisal of Paramount's "Lives of a Bengal Lancer" on the part of an exhibitor-distributor whose business it is to handle British-made pictures. The editorial is headed "Honour Where Honour Is Due," and follows:—

Word about our unprecedented success with *The Lives of a Bengal Lancer*. It is revealing no secret to say that the New Empire Theatre broke all its own untouched records with this film and on the last night there was, literally, not a single seat available in the house at the after-dinner performance. No other theatre in Calcutta can lay claim to such an overwhelming

popular success as was our good fortune with *The Lives of a Bengal Lancer*. We have had the pleasure of showing many great films—those in which big names such as Cantor and Chaplin automatically draw a large following—but we can honestly write that never have we found enthusiasm so spontaneous and so easily sustained as was the case with *The Lives of a Bengal Lancer*. We have considered just how and why this should be, and we have come to the conclusion that the film derived its strength from its spirit rather than from the array of stars which were cast in its various parts, though these were plentiful enough. It is another of those inexplicable accidents of film history where America has succeeded in making something more British than the British themselves could have done. We congratulate Paramount on an excellent production, and though we are distributors and agents in India for British films we hope that they will continue to do excellent business with *The Lives of a Bengal Lancer*, for the patience and courage that they displayed for over four years in the making of this film deserves to be amply rewarded.

Paramount has purchased the 1935 Pulitzer Prize play, "The Old Maid," which has had a long and successful run in New York, and is still running as we go to press.

Our Spanish-speaking readers will mightily appreciate the trick significance which Jasper Rapoport has had woven into Popeye's fists in this highly amusing and enormously effective institutional advertisement which he had prepared in Havana. Our Cuban manager, in common with so many of our Paramount-teers the world over, has a great and abiding respect for the Trade Mark, and uses both the respect and the trade mark at every possible opportunity. This advertisement, full page in size, was in the Cuban publication, "Perfiles."

ARRIBA

(CECIL B. DE MILLE)
LAS CRUZADAS
LORETTA YOUNG

"MUNDOS INDIVIDUALES"
CCOLBERT - C. BOYER - JOEL MCCREA

"ALAS EN LA NOCHE"
MYRNA LOY - CARY GRANT

NOBLEZA OBLIGA
CHAS. LAUGHTON - MARY BOLAND

EL DIA QUE ME QUIERAS
CARLOS GARDEL - ROSITA MORENO

CAPRICHIO ESPAÑOL
MARLENE DIETRICH - CE/AR ROMERO

RUMBA
GEORGE RAFT - CAROLE LOMBARD

VIVAMOS! AQUEL MOMENTO
CARL BRISSEN - MARY ELLIS

ENTRE MADAME
CARY GRANT - ELISA RANDI

CUATRO HORAS PARA MATAR
RICHARD DIXIE - HELEN MACK

TRES LANCEOS DE BENGALA
BARRY COSBORO - LILLIE - DOLY DANIELLE - DOLY STANLEY

EL LIRIO DORADO
CICILY DESHAY - FLORENTIA LLOYD

*Si es una película
Paramount
es la mejor del programa*

"EVERY NIGHT AT EIGHT" IS A FILMUSICAL THAT YOU CAN GET VERY ENTHUSIASTIC OVER

Already letters of praise have gone forth to our outposts telling of the wealth of music and musical fun to be found in the Walter Wanger production, for Paramount release, "Every Night at Eight."

The film actually has much more music than the average film billed as a musical, and the singing is real singing, the music is pulsing and exciting, and the story is most understandable.

George Raft, Alice Faye, Frances Langford (the radio sensation) and Patsy Kelly top the cast, and all give sparkling performances.

IN MEMORY OF CARLOS GARDEL

It gives us much pleasure to print a poem in memory of the beloved Carlos Gardel, written by Antonio Mavilla, of our Havana (Cuba) office:

DECIMAS SACADAS AL MA LOGRADO CARLOS GARDEL

Ya que todos sabemos
que tu naciste en el Uruguay
ahora todos debemos
ver EL TANGO EN BROADWAY

Gardel el pueblo cubano
jamás te podrá olvidar
por que fuiste humano
en MELODIAS DE ARRABAL.

Tuviste una muerte muy perra
dentro de un avión
cuando venos ORQUIDEAS
NEGRAS
se nos desgarró el corazón.

Nunca creimos que murieras
cuando oímos tu tango
en el DIA QUE ME QUIERAS
cuando tu estabas llorando.

El destino te hizo un desaire
cuando empezaste a triunfar
en LAS LUCES DE BUENOS
AIRES
—que nunca podemos olvidar

Recordando CUESTA ABAJO
cuando hiciste de estudiante
aunque te costó trabajo
pudiste salir triunfante.

Chalerm Vieng, of Bangkok, second and third-run, 694 seats. In the lower row are three more Bangkok houses, (4) being the Chalerm Bui first-run house of the second circuit with 1370 seats. (5) is the Chalerm Dhani, second and third-run, with 92 seats. (6) is the Saw Sen Hall, fourth-run house with 667 seats.



BUSINESS AND THEATRES PROGRESS IN SIAM

Paul Verdayne, our genial manager in Singapore, recently made, at the behest of General Manager John A. Groves, another of his periodical business surveys of Siam. He reported several new theatres and indi-

cations that the territory is becoming an increasingly important one from the revenue standpoint. Also, that the major portion of the population are patronizing those theatres showing Paramount Pictures. Of the the-

atres which he photographed we are reproducing herewith a half-dozen.

(1) This is the Chalerm Krung of Bangkok, first run, 1318 seats. (2) Is the second and third-run house, Chalerm Nakorn, 766 seats. (3) The



Our Manifestation of Honor



THE LEADERS OF THE MONTH

John B. Nathan's Gaucho Division of Argentina, Uruguay and Paraguay.
Story on Page Two.



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

Vol. 2 September, 1935 No. 9



OUR PRESIDENT MEETS OUR STARS

In his mission of getting close to all phases of Paramount's production operations, Mr. Otterson made a point of becoming acquainted with our stars also. He is shown here in conversation with Gladys Swarthout and John Boles during production of "Rose of the Rancho."

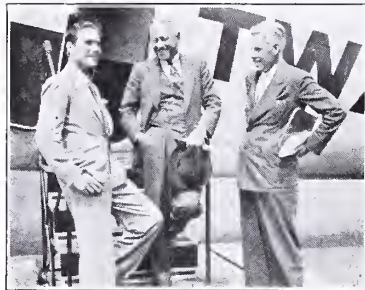
BRING 'EM DOWN!

Lower Those Print Costs!

As part of a determined drive for the lowering of print costs against operation cost, we are for the first time listing, *alphabetically* you will note, those countries which reduced their print cost for 1935 against the corresponding period of 1934:

AUSTRALASIA	GUATEMALA
AUSTRIA	HUNGARY
BRAZIL	JUGO-SLAVIA
CHILE	MEXICO
FINLAND	PHILIPPINES
GERMANY	POLAND
GREAT BRITAIN	ROUMANIA

The great trick — and a very commendable one — is to get the name of your country into this important list without in any way jeopardizing your chances in the Manifestation of Honor listing.



'PLANE CARRIES DE MILLE TO "THE CRUSADES"

A quaint blending of medieval and modern, and a spanning of eight centuries in a little more than eight hours, was the arrival of Director Cecil B. DeMille in New York by plane from Hollywood to attend the premiere of "The Crusades" at the Astor Theatre. The producer is shown here arriving with Henry Wilcoxon (left) and author Harold Lamb, who wrote "The Crusades."

SPAIN'S ADS CONTINUE TO BE SMART AND SNAPPY

Here's another good one from Matador Messeri's livewire advertising department. It tells how Paramount's new films (which were listed on the opposite page) have provided a new eclipse of the sun. It appeared in the magazine "Arte y Cinematografía," issue of June.

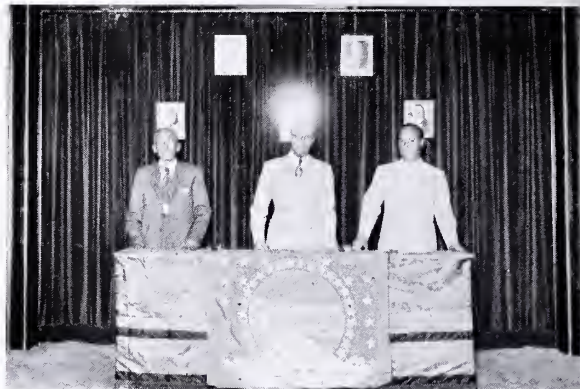


SYLVIA SIDNEY has been signed to a new Paramount contract for five pictures to be made in two years.

We extend heartiest felicitations to Mr. and Mrs. Charles Donaghey of Sydney, Australia, who were married on August 1st. Mr. Donaghey is Accountant of our Sydney branch, and Mrs. Donaghey was Miss Marjorie Adler, also of the Sydney office.

SPAIN'S CONVENTION PRODUCED PLENTY OF PEP

Here are three grand glimpses of the energetic Convention that Matador Chief, M. J. Messeri, staged in Barcelona following his return from the European gathering which Mr. Hicks and Mr. Lange headed in Paris. Top of the three scenes depicts the Matador Leader with his chief aides, Sr. Vidal Gomis, left, and Vidal Batet. Centre picture shows the delegates to the congress listening to the messages of their chiefs in the Barcelona projection room. And finally, third of the scenes depicts that very important convention adjunct, the banquet, held in the "Font del Lleo." A most inspiring gathering, Legionnaires, and one that we are sure will have a tremendous influence in projecting the Matador Division to a worth while place among the leaders.



MATADOR PROMOTIONS

From Spain comes word that Managing Director M. J. Messeri has effected certain promotions within the ranks of his organization which are bound to give great enthusiasm to the Matadors.

Sr. Jose Xanbet, hitherto assistant to Sr. Vidal Batet, has been appointed manager of the Barcelona exchange in place of Sr. E. Aguilar, resigned.

Sr. Casimiro Bori, who has been for some time manager of Paramount's Coliseum Theatre in Barcelona, has now become Sr. Batet's Assistant Sales Manager.

Sr. Sally Romano, heretofore Ad Sales and Traffic Manager of the Matador Division, has been appointed Manager of the Coliseum Theatre.

Matador Chief Messeri, writing to both Mr. Hicks and Mr. Lange regarding these changes, speaks of them in the most enthusiastic fashion. He says: "I want to say one thing, and that is that I feel very happy with the above changes, and which in a way may be interpreted as new blood in the Departments the above people will henceforth occupy."

OUR COVER HONORS THE LEADING DIVISION

During the progress of our Manifestation of Honor we propose to carry in every issue the cover you have just looked at. The purpose of this cover is to honor the Division which is leading at the time of issue. Should a Division maintain a lead for more than one month, we will of course vary the illustration.

Our cover this month thus honors the Gaucho Division, with the main section of the illustration devoted to the Buenos Aires Paramounters, and with Managing Director John B. Nathan in the center of the front row, flanked by District Manager Raul Vighione and Buenos Aires Manager Sigfredo Bauer. In the rainbowed circles are the following Branch Managers: Romeo Bianchi (Rosario), A. Vagheggini (Bahia Blanca), Juan Oliver (Montevideo), E. J. Croce (Cordoba) and Americo Rosenberger (Santa Fe).

Keep up the good work, Gaucho Division! We have material ready for another cover, if you make the grade.

NATHAN NABS LEAD!

His Division Is Tops and Entire Territory Heads Countries

ANOTHER COUNTRY TAKES TO DUBBING

Amazingly low local costs in the Oriental Empire have made possible a practical adoption of dubbing in Japanese. Managing Director Tom Cochrane has had an experimental inquiry under way for many months and has reduced costs to the point where it is definitely practical to dub for Japan. The first two pictures to be prepared with Japanese voice synchronization are "Ruggles of Red Gap" and "Four Hours to Kill."

LONDON NOTES

Charles Boyer is enjoying the distinction of appearing in two pictures simultaneously in the West End of London, and is being acclaimed by the British press. At the Plaza Theatre "Private Worlds" is showing while at the Carlton Theatre, "Shanghai" started its premiere on Wednesday, July 24th. A real success "double" for Boyer.

Arthur Hornblow, Paramount Associate Producer, made a number of firm friends among the London film critics during his visit to England. Britain is now eagerly awaiting his production of Kipling's "The Light That Failed."

The British Organization is anticipating with confidence Cecil B. DeMille's "The Crusades," and already plans are in hand for a big publicity campaign on the West-end Premiere. (Note what actually happened on August 21st. Story is elsewhere in this issue. Editor).

Paramount in Great Britain reports with deep regret the death of a leading motion picture showman William Greenfield, who died on Sunday August 5th, after a short illness. Well-known and greatly liked by all sections of the Trade, Greenfield, at the time of his death, was manager of the Manchester Paramount Theatre.

More than 300 people were present at the funeral and messages of condolence were received from all parts of the country. Apart from the family, the mourners included most of the leading figures in the Manchester Trade and prominent representatives of the Press.

Representatives of Paramount at the funeral were Montague Goldman (General Sales Manager), Earl St. John (Director of Theatres), Leslie Holderness (Theatre Supervisor), Tony Reddin (Paramount Theatre, Liverpool), Harry Nisbet (Liverpool Branch Manager), and the staff of the Paramount Theatre, Manchester. Leading Trade personalities included Mr. Tom Lewis of Bury, and Mr. Percy Broadhead.

Councillors Hall, Fitton and Prime were among leading civic officials attending. The wreaths totalled more than 150 in number.

The facts in the Contest—our Manifestation of Honor—are dealt with elsewhere in this issue; but here and now we give you the very essential figures, which tell many pertinent facts besides the sensational one which headlines this page. Let's look at the Divisions first:

THE DIVISIONS AS AT AUGUST 1st

LEADER, and only one over quota NATHAN
Second, and strong opposition SUSSMAN
Third, with Bulldog grip tightening GRAHAM
Fourth, miles ahead of last time VILLAR
Fifth, and he'll better it PRATCHETT
Sixth, one day who'll be finer DAY
Seventh, sounds a little like second KENNEBECK
Eighth, our own Bengal Lancer BALLANCE
Ninth, just three times Third COCHRANE
Tenth, but see a cable elsewhere SCHAEFER
Eleventh, but see opposite page MESSERI
Twelfth, and he'll change it ABOAF
Thirteenth, but hates the number KLARSFELD
Fourteenth, the number no one wants YORK

MR. OTTERSON RETURNS FROM HOLLYWOOD FOLLOWING VITAL AND IMPRESSIVE VISIT

Mr. John E. Otterson, President of Paramount Pictures, returned to Home Office in New York August 28th after an absence of two months in Hollywood. During that time he maintained an office in the Paramount Studio and inspected every phase of activity in connection with the making of our product. In addition, he met all executives on their own ground, extended sympathetic understanding to their problems, studied comprehensively the plans for our new product, particularly with regard to its international appeal; and in general familiarized himself with every development in the creation of the entertainment which carries Paramount's trade mark to the ends of the earth.

JOHN ARMSTRONG RECEIVES QUIGLEY AWARD

The Director of Publicity and Advertising for Paramount's theatre circuit in Great Britain and Ireland is here shown receiving the silver award of America's "Motion Picture Herald" from the hands of J. Gordon Selfridge, the world-famed department store owner in London. Also in the background are Mr. John Cecil Graham, managing director of Paramount; and Theo. H. Fligelstone, vice-president of the Cinematograph Exhibitors' Association of Great Britain. We quote with pleasure the following editorial comment by A. Mike Vogel, exploitation editor of "Motion Picture Herald" in the issue of August 24th: ".....Mr. Selfridge, himself a pioneer in the introduction and adaptation



of American salesmanship methods in England, in making the presentation emphasized the fact that Mr. Armstrong had, by his London campaign for 'Lives of a Bengal Lancer,' shown himself able to rival the achievements of American showmen in their own field."

BY COUNTRIES

Then there's the always interesting study of the situation by countries, where-in we find four countries over quota, two of them being the whole territory of the Leader in the Division Section. Here's the whole story:

1. Uruguay
2. Argentine
3. Colombia
4. Cuba
5. Porto Rico
6. Guatemala
7. Panama
8. Chile
9. Great Britain
10. Peru
11. Brazil
12. Australasia
13. India
14. Mexico
15. China
16. Holland
17. Denmark
18. Japan
19. Austria
20. Poland
21. Czecho-Slovakia
22. Spain-Portugal
23. Philippines
24. Italy
25. Roumania
26. Germany
27. Jugo-Slavia
28. France
29. Hungary
30. Norway
31. Finland
32. Sweden

AUSTRALIA'S CONVENTION

Managing Director John E. Kennebeck is holding his annual Convention of the Blue Ribbon Bunch in Melbourne, for three days commencing September 3rd. If the mail connections are good, we should have a story about the event in next month's issue.

PARAMOUNT NEWSMAN DORED COVERING THE SITUATION IN TROUBLED ETHIOPIA

John Dored, veteran newsgrinder of the Paramount Newsreel outfit, and hero of a score or more of historical episodes in the history of celluloiding, is down in Ethiopia with a trusty film-box and thousands of feet of film waiting for history to be written on it.

Dored is of Latvian birth, but an internationalist in more ways than one. We look to see some marvelous film records of whatever transpires in Equatorial Africa.

It Begins Today! Our Exciting and Almost Unbelievable Serial

"THE HONOR OF THE LEGION"

By P. I. Corp

CHAPTER ONE—"Argentine Interlude"

There was a sudden and slightly musical tinkling of broken glass, and the sharp rat-tat-tat of three falling objects. The man at the table, a lone figure in the evening dress of the country, started imperceptibly, lowered his fish-laden fork to the plate from whence it had come, and turned to the right to see if he could discover what had caused the disturbance. From his point of vantage at the head of the table he could see the splintered window, and through the opening several of the twinkling lights of Buenos Aires; but the object responsible for the three sharp, leathery-sounding thuds was out of his sight. However, the attentive butler was already picking it up, not without certain nervousness.

"Well, Pedro, what is it?"

Pedro's English had progressed marvelously in the year-and-a-half that he had been with his master. "It is a bolo, Senor Nathan, and it has a message tied to it." Pedro's pronunciation of his master's name had a certain lilting cadence to it, but that does not happen to be of importance to this report—yet.

Senor Nathan—the initials are J. B. — showed no nervousness whatsoever as he took the bolo, unwrapped the message, and proceeded to read it aloud: "We are cognizant of the fact that you have made good on your threat to become the leader. But we are used to such threats, having ourselves made many in the past. It is now world knowledge that you have secured possession of the figures that we need, and also that you have succeeded in deciphering the key of the letters A O Q T U. But be warned and take care! We are more powerful than you think."

"Well, well," muttered the immaculate Johnny as he sipped a little more of his Argentine white wine, "they think they can scare me, eh." His brow wrinkled a little over the signature, however; it was written in a scrawl indicating either great haste or a desire for puzzlement on the part of the recipient. Finally he got it.

"The International Committee of the Other Thirteen, eh," he said, humming to himself a few bars of the unforgettable tango, *Silencio*. And with thoughts which did not mirror themselves on his otherwise poker-like face he finished his fish and dessert, lighted a suitable cigar and went out on the patio to think things over beneath the soothing influence of the Southern Cross. In all four directions from him stretched the territories over which he had a guiding hand, and knowing his co-workers in those three lands grouped together as his domain he was well content and not at all intimidated by the threat of The International Committee of The Other Thirteen to deprive him of leadership.

But elsewhere in the world lights burned far into the night. The calm which swept off the Argentine pampas was not in the hearts of the members of the International Committee. In London the member from Great Britain and Ireland was on pins



Little did Legionnaire Nathan know, as he landed this fighter from the ocean, that the bolo with the fateful message would crash through his window that night.

and Needles as he remembered what was expected of him and his co-workers after their magnificent coup in the last great exploit. In Paris, sleepy-eyed telephone operators, unaccustomed to calls made in the middle of the night, wondered what was amiss as urgent messages poured forth to Berlin, Budapest, Warsaw and many other points.

In sunny Spain the International Committee member tossed restlessly on his bed as the sun came up, and determined that this was going to be the day in which he delivered the piece de resistance which wrested the leadership from Argentina.

Far to the North, where the Midnight Sun had made days very nearly endless, the Scandinavian Committeeman banged his desk with a purposeful fist and exclaimed, "I've got the secret at last. I know what the letters mean." And he pressed the buzzer to dictate a cablegram.

Almost as though that were a signal, the whole world commenced to stir into action. At Committee Headquarters in New

York the reflection of activity showed itself in the only practical fashion known to the business in which all of the members were engaged—a flow of purposeful, positive cables and radiograms. There was belligerency in many of them, too, the senders reflecting an aggressive front against the one man who had first succeeded in gaining possession of the important scrap of paper which was in truth the bearer of the Honor of the Legion.

The Leader of the Legion was in high spirits as he surveyed the vital squares of paper from Postal, Western Union, RCA and All-America. "How does it look to you, George?" he asked of his aide.

and was swooping upwards when the coup came to its conclusion," said George, adding, "It seems that his momentum has carried him to the top this time."

* * *

But while the ebullience at the Crossroads of the World continued, muttered threats in many parts of the world made manifest the intentions of the International Committee of the Other Thirteen to take the symbol of Leadership from Legionnaire Nathan. Their intentions must have contained telepathic qualities, for while on a business trip to Mendoza he became subconsciously aware of this great barrage of activity being directed against him and commenced building a counter-barrage which he and his cohorts believed would be unapproachable.

In New York, in a airy office on the tenth floor of a noble building erected from the past efforts of just such manifestations of honor as this one going on throughout the entire world, the Leader of the Legion sat back of his sheaf of cables and pleasantly said:

"We shall see what we shall see!"

(To Be Continued Next Month)

PROMPT FINANCIAL CABLES WILL AID OUR SERIAL

It must be apparent to you by now that there is a very close dramatic connection between the plot motivation of our first serial, "The Honor of the Legion," and the arrival in New York of the financial cables.

Furthermore (and this is strictly between ourselves), our author, Mr. P. I. Corp, is a rather temperamental individual. He has a lot of other jobs and can only devote so much time each month to this serialization. He asks, therefore, that he be supplied with the necessary financial data by the 10th of each month at the latest. Inasmuch as we engaged him for this work at immense expense, we ask you to get your financial cable in as soon after the first of the month as possible, and certainly no later than the 10th.

May we look for your cooperation?

"Well, Mr. Hicks," that aide began with the almost legal-like caution which has prefaced all of his past prognostications, "I think that the boys are going to give Johnny Nathan the run of his life. Besides, although he's the only Division over quota, some of the countries have hopped over the mark, too." And he handed the Legion's Leader the latest report from the statistician.

"Ah, ha! So Colombia and Cuba have also solved the mystery of those five little letters, too," he said in that smiling voice of his.

"But they'd better remember that the letters are quicksilver and that the Divisions of which they are a part are not across the line yet," interposed George Weltner.

"They sure had," added Mr. Hicks, "lots of fellows in the past have had QUOTA in their grasp for a month or two, but couldn't hold onto it. I wonder how long Johnny will hold it?"

Well, he started at the bottom of the scale last time, you know,

"THE CRUSADES" UNDER WAY

Magnificent Premieres for DeMille Film in New York and London

"The Crusades" is already launched on a waiting world! Twin events of pomp and pageantry gave the mighty Paramount-DeMille production to the populaces of London and New York, the first of the two events taking place at the Carlton Theatre five hours ahead of the second event at New York's Astor Theatre. This was on August 21st.

In these two metropolii the elite of art, letters and society gave unstinting applause to what we now know to be the greatest of all DeMille productions to date. The press of each city was equally laudatory; and now all that remains (and it is a pretty big "all") is for the entire world of Paramount to roll up records, and other tinkly things, in order that our appreciation for such films may be made fittingly manifest.

On this page we give you the first barrage of items concerning the release of the picture. But as time goes on, and as more and more news rolls in from all parts of the world, we expect our page to expand. We look to you for your news about "The Crusades."

FIRST BLAST OF ENGLISH APPROVAL OF "THE CRUSADES" CABLED BY J. C. GRAHAM

Mr. Graham's initial cabled comments on the British press reaction to "The Crusades" is contained in the following cable to Mr. Hicks:—

"CRUSADES" HIGHLIGHT NEWSPAPER REVIEWS GENERALLY ADMIT STRONG ENTERTAINMENT VALUE AND QUALITY OF PRODUCTION. VERY REPRESENTATIVE FIRST NIGHT AUDIENCE WAS HELD SPELLBOUND. AUBREY SMITH SPOKE AT END OF PICTURE EXPRESSED HIS GREAT SATISFACTION AT THIS HIS FIRST VIEWING OF THE PICTURE AND AUDIENCE LOUDLY APPLAUDED HIS REMARKS.

DEMILLE AND WILCOXON ADDRESS LONDON CARLTON AUDIENCE BY RADIO FROM NEW YORK

One of the most scintillating exploitation stunts in years was the staging of a radio address from New York right into London's Carlton Theatre. The idea came from R. Gittos-Davies, our energetic British publicity and advertising head, and had for its chief and only actors Director Cecil B. DeMille and actor Henry Wilcoxon. These two stalwart figures, speaking from Studio 8F in New York's Radio City, projected their voices more than three thousand miles to the auditorium of the Carlton Theatre and carried a message packed with interest right to the ears and hearts of one of the most glittering audiences in years. The stunt was timed to break five minutes before the picture was screened, and was timed to the split second.

HOW LONDON TOOK THE BROADCAST

Due to a time difference of five hours, it was possible for New York to have a cabled reaction to the broadcast a couple of hours before the picture opened in New York at the Astor. Mr. Graham's cabled comments are as follows:

DEMILLE AND WILCOXON ADDRESSES PROFOUNDLY IMPRESSED HUGE TRADE AND LAY AUDIENCE TONIGHT. RECEPTION PERFECT AND SPEECHES LOUDLY APPLAUDED. WE RECIPROCATATE YOUR ENTHUSIASM.

SCANDINAVIA CHEERS IT!

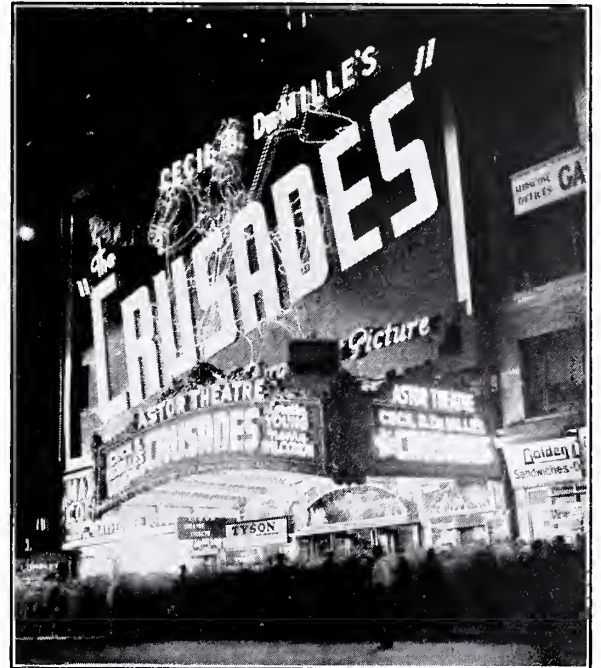
Carl York's cable of whelping appreciation for "The Crusades," directed to Mr. Hicks, is as follows:—

HAVE JUST SCREENED 'CRUSADES' AND CANNOT WAIT TO TELL YOU WE CONSIDER THIS PRODUCTION DEMILLE'S GREATEST. CONVEY SCANDINAVIAN ORGANIZATION'S CONGRATULATIONS DEMILLE AND PRODUCTION DEPARTMENT.

"CRUSADES" FOLDER

All major offices received a mammoth folder from New York on "The Crusades." The billowy budget contained press reviews, souvenir booklet, press material, heralds, photographs, copies of speeches and many other items of significant importance. If your budget is to hand, be sure and put the material to full use.

ASTOR THEATRE. Here's the crowded exterior of New York's Astor Theatre the night of the premiere. Under the canopy, above the entrance, was a parade of Crusade Knights. In the actual electric sign the letters of the title were each 16 feet high. Back of the title is the blinking neon figure of a Crusader on horseback. The picture is in its second week as we go to press and is doing magnificently successful business.



EXCERPTS FROM CRITICAL REVIEWS THAT MIRROR THE SHEER GLORY OF "THE CRUSADES"

There is not space enough (and besides, the full reviews are going to all offices) to tell of the magnificent fashion in which the press of New York City received Cecil B. DeMille's mightiest of all Paramount spectacles, "The Crusades" following its premiere on the evening of August 21st. So we will, with all of the skill of the lapidary that we are, set for you a diadem of the most sparkling facets to be found among the priceless jewels of criticism among all the daily papers. Here they are:—

"As a master of sheer spectacle Cecil B. DeMille still stands in a class by himself....For sheer magnificence and cinematic thrill there is nothing like those battle scenes....'The Crusades' is perhaps the most pictorially satisfying of all the DeMille spectacles." (SUN)

"....These episodes make motion picture history and resound to the greater glory of the master of spectacle, who conceived and directed them. They make 'The Crusades,' which opened last night at the Astor, a memorable document....Topping all of these credits stands Cecil B. DeMille, who, in those scenes of medieval conflict has written motion picture history." (NEW YORK AMERICAN)

"DeMille spared neither money, horses nor extras in creating this ambitious and exciting historical spectacle. He made a mighty picture, gigantic in size, dramatic in theme, rousing in its lusty activity....All the elements of lively entertainment are in 'The Crusades.'....He has surpassed his previous battles with those waged in 'The Crusades.' He has made a mighty spectacle and a sure hit." (DAILY MIRROR)

"....The epic-maker has lost none of his skill. 'The Crusades' is a grand show....On his clamorous screen you will discover the most impressive mass excitement that the screen has offered in years....Mr. DeMille has no peer in the world when it comes to bringing the panoplied splendor of the past into torrential life upon the screen. 'The Crusades' presents him at the top of his achievement....At its best 'The Crusades' possesses the true quality of a screen epic. It is rich in the kind of excitement that pulls an audience irresistibly to the edge of its seat." (THE NEW YORK TIMES)

"....Those who were lucky enough to get inside the Astor saw a motion picture that is without doubt the finest DeMille has ever made. It is his masterpiece....The historical backgrounds are elaborately and beautifully recreated and the entire historical pageant is exquisitely photographed." (THE DAILY NEWS)

"Cecil B. DeMille at his best....Ian Keith is outstanding as Saladin, Henry Wilcoxon distinguishes the role of Richard and Loretta Young continues to grow lovelier with each picture....It is the best thing that DeMille has done since his earlier religious films, 'The Ten Commandments' and 'The King of Kings.'....The film is one for all ages and is one of the more enjoyable of the season." (SCREEN AND RADIO WEEKLY)

NEW PARAMOUNT PICTURES GREATEST IN HISTORY



HAROLD LLOYD MAKING A REAL LAUGH-COMEDY

Here's one of the early stills from "The Milky Way" showing Harold Lloyd as the frazzled, bewildered, venturesome, heroic, scared, timid maker of laughs that we knew so well in the good old days. Our spies from out Hollywood way tell us in full confidence that this is the best Lloyd comedy in a cat's-life—and we who know our spies so well, believe them implicitly. The gent with Harold in our film-glimpse is another veteran of world appeal, Adolphe Menjou.

FINAL CORRECTION

Recently we announced Rita Held as the new name of Grete Natzler. This announcement was premature. The final name selected for Miss Natzler is *Romo Gabriel*. Her first Paramount picture will be a musical, Victor Herbert's "Mademoiselle Modiste."

"The Scoundrel" is a reverberating hit at Sydney's Prince Edward Theatre, according to cable advices received by Mr. Hicks. The picture is stacking up something of a house record, and John E. Kennebeck is confident of duplicating this success throughout his territory.

"ANNAPOLIS FAREWELL" IS A MAGNIFICENT FILM

We have, with all due reverence, bracketed "Annapolis Farewell" with that epic of courage which has so astounded and delighted the world, "The Lives of a Bengal Lancer." This film does for the American Navy what that other beloved picture did for the British Army in India: and this is why. In this new film we have a story which is so great, so heart-stirring and eye-dimming, that it can never be considered as a national subject, but as something which could happen to the patriots of any nation. In other words, it is an epic of deathless patriotism rather than an epic of America's Navy, and that is how we wish you to view it.

Mr. Hicks is firmly of this conviction, as the following cable which he has sent out amply depicts:

JUST SAW ANNAPOLIS FAREWELL. MAGNIFICENT PICTURE WHICH CAN RIGHTFULLY BE CALLED BENGAL LANCERS OF THE NAVY STOP EXCELLENT STORY FILLED WITH STIRRING SCENES AND MUSIC COMEDY RELIEF AND HEARTRENDING DRAMA STOP STANDINGS WORK REACHES HIGHEST POINT IN DRAMATIC ART AND ENTIRE CAST AND DIRECTION PERFECT STOP LIKE BENGAL LANCERS PICTURE CARRIES TREMENDOUS MESSAGE OF LOVE OF COUNTRY COURAGE AND HEART INTEREST STOP THERE WASNT A DRY EYE IN ROOM WHEN PICTURE FINISHED THIS SHOULD BE A NATURAL FOR YOU STOP

PRODUCTION ITEMS THAT ARE NEWS!

Raoul Walsh will direct Mae West's next film, "Klondyke Lou," in which Mae will have Victor McLaglen for leading man.

Charles Boyer will probably be Marlene Dietrich's leading man in "Invitation to Happiness."

Arthur Hornblow, Jr., will be the producer of "The Old Maid," Pulitzer Prize Play for 1935. Samuel Hoffenstein will do the adaptation.

Harold Lamb, whose adaptation of "The Crusades" formed the basis of the DeMille production, has been retained by Paramount and DeMille to do the script on "Samson and Delilah."

Gladys Swarthout, opera star, will be Jan Kiepura's leading woman in "Song of the Nile." There's a marvelous promise of music for you!

Frances Drake has been selected for the title role in "Queen of the Jungle." We confidently expect it to be a mightier picture than "King of the Jungle."

Ethel Merman will play her original stage role in the film version of "Anything Goes."

"Collegiate," the Jack Oakie-Joe Penner fun-fest, will have its cast graced by the sparkling presence of Peggy Hopkins Joyce.

We will have three Carl Brisson pictures completed by the end of the year. They are "The Bouncer," "Stormy Spring" and a third which is as yet untitled.

Gladys Swarthout's second Paramount picture will be

"Tony's High Hat," in which she will be teamed with Bing Crosby. It is a story dealing with the eternal conflict between Opera and Jazz.

Ernest Cossart has been given a term Paramount contract. Remember him in "The Scoundrel" and "Accent on Youth"?

PRODUCTION FLASHES

The title of the next Marlene Dietrich film (Gary Cooper leading man) is definitely set as "The Pearl Necklace."

Bing Crosby will make "Money From Home" immediately following "Anything Goes." This new property has to do with a steeplechase, a matter of definite interest to Bing fans in view of the star's great admiration for horses, of which he owns and races a string.

Eleanor Whitney is a tap-dancing newcomer on the list of Paramount contractees. We have seen her test and think her destined to be something of a world sensation. Incidentally, she is an Oscar Serlin discovery.

Paramount's new comedy of broad-

(Continued on Page 7)

A remarkable wave of enthusiasm has manifested itself in the Studio. Fired by the stirring successes of "Annapolis Farewell," "The Crusades" and "Two for Tonight," and supremely confident that "Peter Ibbetson," "The Last Outpost" and "The Milky Way" will uphold the preview reactions which these three films have already manifested, our production officials are confident that the world is now about to receive the greatest and most widely appealing output of Paramount product within our organization's history.

One major sustaining factor in this enthusiasm is "Rose of the Rancho," not only from the standpoint of the picture itself but also because of the great personality Paramount gives to the screens of the world through it, Gladys Swarthout. Another is the Marlene Dietrich-Gary Cooper picture, "The Pearl Necklace," already before the cameras under the direction of Frank Borzage, who made "Farewell to Arms."

In short, the future, both from celluloid already recorded, and by plans, looks pretty good.



"ROSE OF THE RANCHO" SHAPING UP MAGNIFICENTLY. FOREIGN CORRESPONDENTS SEE SHOOTING AND ARE DINED.

Advance studio reports telling of the magnificent pictorial and musical qualities of Gladys Swarthout's first Paramount operetta, "Rose of the Rancho" have been splendidly substantiated by the many foreign correspondents in Hollywood who have been present during production. Recently when the company went on location in California for the 'Rancho' scenes a party of the important foreign correspondents in the film colony was organized, and under the direction of Foreign Department Representative Luigi Luraschi, proceeded to the location as guests of Paramount.

After watching an entire day of shooting, the correspondents partook of a barbecue dinner, as pictured above.

FLASH NOTES FROM OUR HOLLYWOOD SENTRY

THE MILKY WAY

"Leo McCarey certainly knows how to handle comedy. The rushes are screamingly funny and promise to build into what Harold Lloyd says will be the funniest picture he has ever made."

SO RED THE ROSE

"This is really developing into a very poignant drama. King Vidor is putting more into this picture than was in the script. Individual scenes in the rushes are excellent and when added together should total up to an outstanding production."



Miss Swarthout with a member of the cast and several of the correspondents. Left to right: Gabriel Novarro, Don Alvarado, Miss Swarthout, Gilbert Souto and Robert Kapferer. The correspondents were very pleased, indeed.



IN MODERN DRESS

To date most of you have seen Henry Wilcoxon only in "Cleopatra." A few of you have seen him (and been thrilled, too!) by his work in "The Crusades." Thus it should be interesting to you to see him in the garb of 1935 (that year of great Paramount International business, you know). Here he is. New York City also had the privilege of seeing him in modern dress when he came East from Hollywood a week or so ago for the premiere of "The Crusades."

For some considerable time yet we will be able, in all veracity, to identify Gladys Swarthout as a Metropolitan Opera Star. Even though she remains under long-term Paramount contract, she has also signed a new contract with the Metropolitan Opera Company and will blend her opera and film work harmoniously.

ECONOMY-WORDED REVIEWS OF NEW PARAMOUNT FILMS

ANNAPOLIS FAREWELL

As our letter to all offices stated, this one is pre-eminently in the same category as "Bengal Lancer" by virtue of its universality of appeal. Its theme is international rather than national, its climax is unforgettable, and its featured players of today are the stars of tomorrow.

HERE COMES COOKIE

The maddest, funniest, insanest film in a great many moons. Filled with gags rather than dialogue, plenty of music, more burlesque, than a dozen average comedies. In short, hilarious fun for anybody.

HOPALONG CASSIDY

Somewhat more than the average Western, this first of a new series will whet your appetite for more of them. Its punch two-reel climax is the most exciting sequence of outdoor fighting that you have ever seen on the screen.

TWO FOR TONIGHT

A grand, tuneful musical, with more international appeal to Bing Crosby's songs than we have heard for ages. Joan Bennett very delightful, Mary Boland more than funny, and in addition a story that is plenty hilarious.

WANDERER OF THE WASTELAND

This always has been one of the best of the Zane Grey stories, and this new filmization of it brings out all of the super-punchful episodes which had to be sacrificed in the interests of an experimental Technicolor when the first was first pictured many years ago.

A HIGH SPOT FROM "THE BIG BROADCAST OF 1936"

We know that you are going to hear real dance music as played by Ray Noble and his orchestra in this epic of the air waves. Ray is a British orchestra leader who has scored a terrific success in the United States, and his recording in this film marks a new climax in thrilling movie music. It will high-spot the film.



(Continued from Page 6)

casting, following "The Big Broadcast of 1936," has been given the definite title of "Millions in the Air."

Fred MacMurray will be Claudette Colbert's leading man in "The Bride Comes Home." Location shots for this picture are now being made in Chicago.

Speaking of location shots, Eric Locke, assistant to Managing Director of Production Ernst Lubitsch, is at present in Spain making actual Spanish shots for use in Marlene Dietrich's film, "The Pearl Necklace."

Sylvia Sydney will definitely make another picture for Paramount release. She is, as a matter of fact, at work right now on "Mary Burns, Fugitive," which Walter Wanger is producing for Paramount.

Barbara Stanwyck's first Paramount picture now bears the tentative title of "Brazen." It is being produced by Walter Wanger.

Frank Morgan will be with Bing Crosby in the featured billing of "Anything Goes." He is an admirable choice for this comedy role plumb.

Henry Fonda, who scored magnificently in the Fox picture, "The Farmer Takes a Wife," is to be a Wanger star for the next five years, having signed a contract to that effect.

Paul Kelly will head the cast of "From Little Acorns," the drama of the American Civilian Conservation Camps (C.C.C.)

James Cruze is directing the Lee Tracy picture, "Gettin' Smart." Roscoe Karns, Grace Bradley and Gail Patrick are also in the cast.

PARAMOUNT WEEK CELEBRATIONS ARE MAJOR EVENTS IN AUSTRALIA, CUBA

For the fifteenth successive year Australia is celebrating Paramount Week. And the exhibitors of the land are celebrating the same affair in rollicking fashion also, firstly because they love doing it, and secondly, Paramount is supplying them with some very worth while prizes.

We cannot hope, in the space at our command, to tell you all of the plans that the Blue Ribbon Bunch have under way, but we have a hunch in advance that this national affair is going to materially help advance the standing of John E. Kennebeck's Division in the course of our Manifestation of Honor. The plans, however, call for the use of special free ad sales which are available for exhibitor use; for special newspaper and magazine advertising by Paramount, this having a sufficiently wide coverage for the listing of all local programs by the press media; for a special Paramount Week Contract form, with a pledge by exhibitors stating their desire to participate in the contest; it calls also for the use of specially overprinted letterheads and a great many other equally important ways for maintaining national interest in this important national film event.

We cordially congratulate Australia, New Zealand and the Far East for their great plans, our congratulations extending to all of the publicity, exploitation and ad sales men who have contributed their shares to what must be a highly successful venture — the Fifteenth Annual Paramount Week.

* * *

Then there is the second annual Paramount Week in Cuba, which Manager Jasper Rapoport is putting across with even greater vim and vigor than his historic inauguration of this function last year. Jack has told us many of his plans, but has asked that we wait until the event is over before detailing them. He adds, however, that his Cuban Legionnaires are



AUSTRALIA'S PRIZES. Here are a few of the special prizes for exhibitors in Australia and New Zealand. Watches formed the special inducements for exhibitorial participation, and the prize sections were so devised that showmen in all districts were permitted to compete.

AUSTRALIA ISSUES SPECIAL CONTRACTS

One of the most effective ways of placing emphasis on the importance of a picture, from the box office standpoint, is to have the exhibitor buying the picture contract for it on a special individual form. Australia uses this procedure about four or five times a year. Special instances just to hand are for "Ruggles of Red Gap" and "Lives of a Bengal Lancer."

giving him tremendous support, and that each and every one of them is confident that the September celebration this year will be the most flamboyant film event that the Island Republic has ever witnessed.

PARAMOUNT WEEK IN AUSTRALIA IMPORTANT EVENT

Throughout this issue we are incorporating several angles relating to the celebration of national Paramount Week in Australia, the first week in September. Shown here is part of the advertising campaign which Paramount has prepared, and which is designed solely for exhibitor cooperation. Paramount Week has been a highly successful annual national event in Australia ever since its introduction there by Mr. John W. Hicks, Jr., away back in 1921.

PARAMOUNT WEEK ADVERTISEMENTS

Special Paramount Week advertisements will appear in Metropolitan and Provincial Newspapers as follows —

Metropolitan:

- "Smith's Weekly"
- "Women's Weekly"
- Sunday Morning Herald
- Sunday Telegraph
- Sunday Mail
- Brisbane Telegraph
- West Australian
- Perth Advertiser
- Adelaide Mercury
- Hobart Examiner
- Launceston

Provincial:

New South Wales:	Darling
Cadogan	Dublin
Tamworth	Wagga
Moray	Armidale
Flinders	Canberra
Geelong	Newcastle
Valencia	Bendigo
Ballarat	Mildura
Geelong	
Queensland:	Rochampton
Cairns	Townsville
Bundaberg	

These papers (with the exception of "Smith's Weekly" and "Women's Weekly") will carry the names of theatres celebrating Paramount Week and where possible their programmes.

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Provincial:

New South Wales:	Darling
Cadogan	Dublin
Tamworth	Wagga
Moray	Armidale
Flinders	Canberra
Geelong	Newcastle
Valencia	Bendigo
Ballarat	Mildura
Geelong	
Queensland:	Rochampton
Cairns	Townsville
Bundaberg	

These papers (with the exception of "Smith's Weekly" and "Women's Weekly") will carry the names of theatres celebrating Paramount Week and where possible their programmes.

This is a plan that will be used in similar advertising campaigns, but is merely printed here to give an idea of the type of advertisement that will be used. All of the advertisements will be adapted in different sizes from this size.

PLEDGES LIKE THIS WILL BRING LEGIONNAIRE LIGHTSCHEINDL INTO OUR SERIAL PRETTY SOON

Division Manager Gus J. Schaefer has sent us from Paris the original telegram he received in Riga from Mr. A. Lichtscheindl. It is so powerful a pledge, and says so much on behalf of Mr. Lichtscheindl's territory that we are quoting it in full:

QUOTAS RECEIVED. CONSIDER THIS TELEGRAM AS CHECK FOR ONE HUNDRED AND TEN PERCENT FROM MY DISTRICT. IN AUSTRIA, RUMANIA, JUGO-SLAVIA CAREFUL QUOTAS WERE SET FOR EVERY PICTURE IN EVERY SITUATION. SALESMEN WORK TOWARDS EFFECTIVE GOALS. THANKS FOR SPLENDID PRINT SUPPLY AND EFFICIENT SUPPORT IN EVERY RESPECT.

This looks to us like a pretty sure tip that our serial story is going to have a new leading figure next month.



BRUSSELS OFFICE STAFF FETES LEADER

The personnel of the Brussels (Belgium) office recently entertained their leader, Emile Gourdon, as a token of their appreciation of his leadership. Seated in the front row, left to right, are: Messrs. M. Bierman, salesman; M. Widy, chief of the publicity dept.; Z. Crielers, chief booker; Emile Gourdon, branch manager; A. Polis, accountant; J. Hanikenne, salesman. Standing: Mr. J. Rifflet, publicity dept.; P. Wattelet, bookkeeping dept.; Mme. Vercammen, doorkeeper; Mme. M. Mayeur, film verifier; Mr. J. Bronckart, booker; Mme. G. Philippin, stenographer; Mr. J. Gonet, publicity dept.; Mme. J. Soldati, film verifier; Mr. M. Weyers, cashier; Mme. J. Blomme, manager's secretary; Mr. G. Malbecq, forwarding clerk; Mme. R. Marchand, film verifier; Mme. H. Straetmans, film verifier; Mr. A. Van Puymbroeck, bookkeeping clerk; Mr. A. Lissens, telephonist; Mr. C. Deneve, projectionist; Mme. W. Dury, chief film verifier; M. J. Daelman, office boy.

CECIL B. DeMILLE LIKED OUR SPANISH MAGAZINE

The August issue of Mensajero Paramount, our Spanish magazine, was dedicated in its entirety to "The Crusades." A copy duly found its way into Director Cecil B. DeMille's hands, and he wrote of it as follows:

"The copy of MENSAJERO PARAMOUNT of August has been brought to me on the yacht where Harold Lamb and I are working on SAMSON AND DELILAH, but I hastily take time out to tell you I think it is a great piece of work. I have never before seen so many stills so interestingly displayed in a magazine."

Credit for this last tribute is shared by Charles Gartner, Paul Ackerman and Vincent Trotta. Gartner supervised the issue, Ackerman attended to the layouts, selecting and grouping the stills; Trotta's art dept. did the rest.

"ACTUALIDADES PARAMOUNT No. 4" IS BRILLIANT EDITION

Like the quality of our product, and the spirit of our International Legion, the merit of Spain's "Actualidades Paramount" continues to mount in quality. Issue Number Four is in our hands, brought by mail from Barcelona, and we hasten to tell you that it is the finest edition to date. Plenty of "Bravas!" for those responsible for its production.

Particularly noteworthy in this issue is the splendid use which has been made of the Paramount Trade Mark. Apparently Spain can never be weighed in the balance and found wanting in this particular respect.

POLAND HAS A GLORIOUS RECORD WITH "LANCER"

These columns have carried many wonderful stories about the success of "The Lives of a Bengal Lancer," in Poland, but none quite so glamorous as the one contained in the following wire which Mr. G. J. Schaefer received while in Latvia recently, from District Mgr. Rudolf Jellinek:

BENGALI (BENGAL LANCER) RUNNING AT APOLLO, WARSAW, IN SPITE OF THE LASTING HEAT. NOW IN 83RD DAY WITH HIGHEST BOX OFFICE RECEIPTS IN WARSAW. PLAYING TIME OF "BENGALI" AT APOLLO WILL BE EXTENDED UNTIL SEPTEMBER FIRST.

In other words, "Bengal Lancer" has just about ended its run at the Apollo at the time this issue is printed, thereby completing a season which we estimate to be 18 weeks of continuous running. That, in view of all manner of adverse conditions, is certainly a scintillating performance, with heartiest congratulations due to all concerned.

EUGENE SCHOSBERG ROAMS THE BLUE CARIBBEAN

Eugene Schosberg, assistant manager of the Cristobal (Canal Zone) Exchange, remembering the editor's penchant for postcards of ships, hails him with the aid of a Ten Cents "Curacao" stamp from that Netherlands port in the Caribbean with the information that he is business-bound over the bounding waves. Specifically he was bound from Panama to Curacao, Aruba and Venezuela. Hope you had a pleasant, and profitable, trip, Gene. (He has since returned to Cristobal by air.—Ed.)



"EVERY NIGHT AT EIGHT"

We have already advised all offices that the Walter Wanger production for Paramount, "Every Night at Eight," is a thoroughly happy musical, designed for entertainment anywhere. Here we show you the principals in the film. The three girls are Alice Faye, Frances Langford and Patsy Kelly. George Raft is telling them how to sing. Harry Barris, pianist.



MEXICAN EXHIBITORS FITTINGLY CELEBRATE PARAMOUNT INAUGURAL

A few weeks ago the new Paramount Head Office in Mexico City was declared open by General Manager A. L. Pratchett. And what more fitting method of inaugurating this new office could be devised than a buffet luncheon expressly for exhibitors. Here are the exhibitors, most of them gastronomically busy. Pictures of the new offices next month.

TED PIERPOINT VISITED THAT WELSH PLACE, TOO

In the past, in song and in prose, we have been intrigued no end by that famous Welsh spot with the name pronounceable to only six people in the world, all of them Welsh. Now comes a card from Ted Pierpoint, Cristobal branch manager, who is holidaying in his native England, and who took time out to go down to Wales, and see this place with the endless name. He says: "Paramount doesn't have a branch here, probably on account of difficulty in the pronunciation of the name. What a cable address it would make!"

The name of the place is LLANFAIRPWLLGWYNGYLLGOGERYGHWYRNDROBWL-LIANTYSILIOGOGOGOGCH.

THE BIG PARAMOUNT NAMES ABROAD

Perhaps, instead of our telling you this information, we should let you merely observe the most interesting postmark affixed to the envelope shown here. It carried a communication from our Budapest, Hungary, office, and told the world that the big Paramount names

are: Lubitsch, Dietrich, Kiepura and DeMille, and Trade Mark.

PERSONAL NOTES

Carl Dixon, of Home Office Accounts, has gone to Paris as assistant to T. X. Jones, special representative.

Henri Klarsfeld did a grand job of work for his French Division when he signed that important exhibition contract with M. Leon Siritzky for the presentation of Paramount films in M. Siritzky's far-flung chain of theatres. We have seen the trade paper picture, and all concerned look mighty happy.

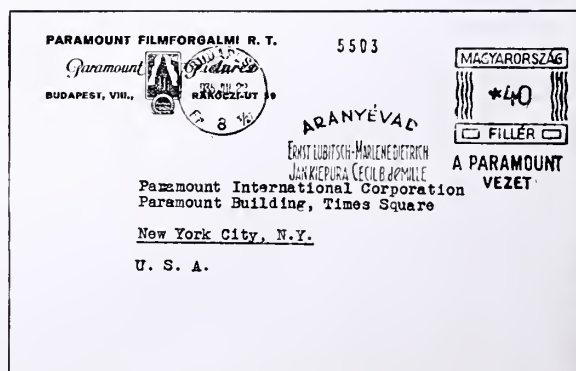
AMONG OUR HOUSE ORGANS

We have with much pleasure to report the arrival in Home Office of the following publications:

Warsaw's "Doradca Filmowy" continues to be intelligently produced and highly informative, with an illustrated magazine section which reveals the worth while Polish belief in the power of pictures. Ernst Lubitsch is featured in an entire first page article in Jugo-Slavia's "Paramountov Glasnik," with DeMille's "Crusades," also coming in for a lot of complimentary space. Australia's fortnightly "Paramount Sales Punch" had fine issues for June 26th and July 10th, with the latter given over to much jubilation on account of the Blue Ribbon Bunch's placement of second in the recent contest.

And then there was Spain's "El Matador," with the bulk of the space in the issue under review given over to a graphic and pictorial account of the Spanish Convention which was so ably presided over by Chief Matador M. J. Messeri.

Argentina has sent us copies of their July issue of "Los Gauchos," which inevitably fills us with regret because the issue is dedicated to the memory of beloved Carlos Gardel. Nevertheless the issue has its cheery side, containing as it does a special editorial about Managing Director John B. Nathan, then in New York; and a fine story woven of Paramount titles, the work of Jorge Sintas, undoubtedly a very clever fellow.



NOTAS DE NUESTRA CAMPAÑA DE GLORIA

—Al evidenciar ante el mundo paramountista las cualidades que le han dado la cohesión y el empuje que la caracterizan, nuestra Legión Internacional ha logrado en lo que va corrido de este semestre éxitos que no pueden menos de regocijar a nuestros altos jefes. Los esfuerzos que se llevan a cabo en todas partes, las grandes campañas de anuncio y publicidad, la emulación que se advierte dondequiera; todo, en suma, denota que la Paramount International Corporation ostentará al fin de este año los logros mayores de su historia.

—Recomendamos a la atención general el facsímile de un sobre que se recibió en Nueva York con correspondencia de Budapest, el cual publicamos en otra página. Según podrá verse por el sello del correo, los nombres que sobresalen entre todos los de la Paramount, en cuanto a Budapest se refiere, son los de Ernst Lubitsch, Cecil B. de Mille, Marlene Dietrich y Jan Kiepura.

—“La última avanzada” (“The Last Outpost”), que fué desde el primer momento una de nuestras películas predilectas, va aumentando de valor y merece quedar ya en la categoría de “Tres Lanceros de Bengala.”

—Deseamos de todas veras que la nueva serie cuya publicación iniciamos en este número sea del agrado de nuestros lectores. A quienes no puedan enterarse de ella en el original inglés, les recomendamos que pidan a alguien que se las traduzca: se trata de algo que se refiere directamente a todos y cada uno de nosotros y a la gran demostración de supremacía de la Paramount en que todos estamos empeñados.

—“Rosa del Rancho” (“Rose of the Ranch”) se halla casi terminada. Nuestros observadores de Hollywood nos dicen que el canto de Gladys Swarthout es lo más hermoso que se ha oído en la pantalla. Sabemos muy bien que esto es mucho decir, pero no lo encontramos exagerado, pues, por haber oído a la señorita Swarthout en la Metropolitan Opera House de Nueva York, sabemos hasta dónde alcanza el milagroso encanto de su voz. John Boles está también en magnífica voz en esta película.

—Otro film acerca del cual llegan también noticias muy halagadoras es “La Vía Láctea” (“The Milky Way”), la nueva producción que prepara Harold Lloyd en Hollywood. Baste decir que el propio Harold, después de haber visto el resultado de tres semanas de trabajo, declaró categóricamente: “Es la película más chistosa de todas las mías.”

—El lector reparará, sin que haga falta recomendación alguna para ello, en lo mucho que se publica en este número acerca del estreno de “Las Cruzadas” en Londres y en Nueva York, el cual se efectuó en ambas capitales el 21 de agosto, con resultados verdaderamente estupendos. No queda ya ni sombra de duda de que tenemos en esta producción de Cecil B. de Mille el máximo y, en cuanto a las posibilidades que ofrece, el más productivo film de cuantos han ostentado el sello de la Paramount. Abrigamos completísima confianza de que



GLADYS THE GLORIOUS

We expect to go right on publishing pictures of the Opera star, Gladys Swarthout, and each time we expect to see the girl more important internationally as a screen star as well. She has now completed her work in her first Paramount picture, “Rose of the Ranch” and the studio reports are rapturous, to state the case mildly. Miss Swarthout has a magical voice (her Metropolitan opera career is proof of that), she has screen magnetism (the report from the studio attests to that), and our camera shows that she has physical beauty. Never in all film history has there been a woman with so many admirable attributes.

tusiasmo igual al que ha desperdiciado los triunfos de Nueva York y de Londres habrán de verse repetidos en todas las ciudades del mundo; resultado de lo cual será que hayamos de publicar aquí, mes tras mes, noticias relativas a la parte que toque a cada uno en el éxito mundial de esta película.

—El film “Adiós Annapolis” (“Annapolis Farewell”), que hemos visto recientemente, hace con respecto a la Escuela Naval Militar de los Estados Unidos lo que “Tres Lanceros de Bengala” con respecto al Ejército británico de la India. Nos parece, además, que por su excelente, conmovedor y hermoso argumento, antes que película nacional ha de considerarse película en que se hace la exaltación del patriotismo. Dicho de otra manera, es una epopeya del amor a la patria antes que una epopeya de la Armada norteamericana, y así es como ha de mirarse. Confiamos en que todos cuantos vean este film sentirán entado en nosotros.

Remember “The Honor of the Legion”!

Neuigkeiten in Bezug auf unsere Ehrenausszeichnungen

Diese sechs Monate, in welcher wir der Paramount-Welt zeigen, was es war, das unsere Internationalen Legionen so standhaft und einig machte, zeigen schon Resultate, welche die Herzen unserer höchsten Vorgesetzten erfreuen. Die Anstrengungen und Reklamen, welche in der ganzen Welt gemacht werden zeigen, dass mit dem Ende des Jahres die Paramount Internationale Corporation den grössten Erfolg in ihrer Geschichte geliefert haben wird.

Wir machen Sie aufmerksam auf einen Briefumschlag, welcher auf einer anderen Seite wiedergegeben wird. Dieser Umschlag enthielt Post von Budapest nach New York und zeigt, dass, soweit Budapest in Frage kommt, die grössten Namen in Paramount Filmen Ernst Lubitsch, Cecil B. de Mille, Marlene Dietrich und Jan Kiepura sind.

Grossen Enthusiasmus zeigte der Film “The Last Outpost,” welcher von derselben Kategorie ist wie “The Lives of a Bengal Lancer.”

Wir hoffen, dass Sie an der neuen Serie, welche in dieser Monatsausgabe beginnt, Gefallen finden. Falls es Ihnen nicht möglich sein sollte, dies in englisch zu verstehen, bitten wir Sie, es sich übersetzen zu lassen. Es handelt sich hier um Sie und Ihre Anteilnahme an der Oberherrschaft Paramounts, woran wir alle arbeiten.

“Rose of the Rancho” ist fast fertig und in Hollywood wird behauptet, dass der Gesang Gladys Swarthout's das Schönste sei, welches je in einem Film gehört wurde. Wir wissen, dass wir hiermit eine grosse Behauptung aufstellen, aber wir kennen die Stimme Miss Swarthout's, da wir Gelegenheit hatten, sie in dem Metropolitan Opera House in New York zu bewundern. John Boles hat ebenfalls eine herrliche Stimme in diesem Film.

Ein anderer Film, über welchen grossartige Nachrichten aus Hollywood eintreffen, ist Harold Lloyd's “The Milky Way.” Harold behauptet, dass dies der beste Film sei, den er je gemacht hat.

Selbstverständlich werden Sie nicht die vielen Abhandlungen übersehen, welche diese Ausgabe enthält über die beiden Premieren in London und New York über den Film “The Crusades.” Beide Ereignisse fanden an dem selben Tag statt am 21. August. Der Erfolg in beiden Städten war gewaltig. Wir wissen, dass wir in diesem Cecil B. de Mille Erzeugniss den grössten und erfolgreichsten Film haben, welcher je die Paramount Schutzmarke trug. Wir sehen daher mit grösstem Vertrauen auf gleichartige Erfolge wie London und New York in allen Teilen der Welt entgegen.

Wir haben einen Film betitelt “Annapolis Farewell,” welcher dasselbe für die amerikanische Marine bezeugt, was der Film “The Lives of a Bengal Lancer” für die britische Armee in Indien hat. In anderen Worten es ist mehr ein Epic über Patriotismus als über die amerikanische Marine und wünschen wir, dass Sie den Film in diesem Sinne ansehen und hoffen, dass Sie unseren Enthusiasmus darüber mit uns teilen.

NYHETER OM “HONOR CAMPAIGN”

Dessa sex månader, under vilka vi visat Paramountvärlden, vad det varit i det förflutna, som gjort vår Internationella Legion så kraftig och enhällig, visa allaredan resultat, som äro minst sagt glädjande till våra högsta direktörer. De krafter, som arbeta för oss världen över, den stora annonseringsstriden, och tävlingsandan stadfäst överallt, allt visar, att när året kommer till sitt slut Paramounts Internationella Corporation har nått höjdpunkten i sin historia.

Vi bedja eder att uppmärksamma utsidan på ett kuvert, som kommit oss tillhanda från Budapest, och som vi ha tryckt på en annan sida. Trycket ovanför frimärket visar, att till Budapest de största namnen under Paramounts märke äro: Ernst Lubitsch, Cecil B. De Mille, Marlene Dietrich och Jan Kiepura.

En av våra favoritfilmer, “The Last Outpost,” blir ständigt bättre och bättre, ju längre den är under upptagning och ser nu ut, som om den skulle bli en av säsongens stora filmer. Den tillhör allaredan “The Lives of a Bengal Lancer” klassen.

Vi hoppas verkligen, att ni alla komma att tycka om följtongen, som börjar i detta månadshäfte. Om ni ej kan förstå den på engelska, bed någon översätta den för eder. Den berör eder alla personligen och allas eder del i den stora demonstrationen om Paramounts storhet — i vilken vi alla äro kuggar.

“Rose of the Rancho” är nästan färdig, och alla, som sett delar av den, påstå att Gladys Swarthout sång är den vackraste någonsin hörd i filmen. Vi veta, att detta är en stor sak att påstå, men vi ha hört miss Swarthout sjunga på Metropolitan Opera i New York och känna därför på förhand hela charmen av hennes röst.

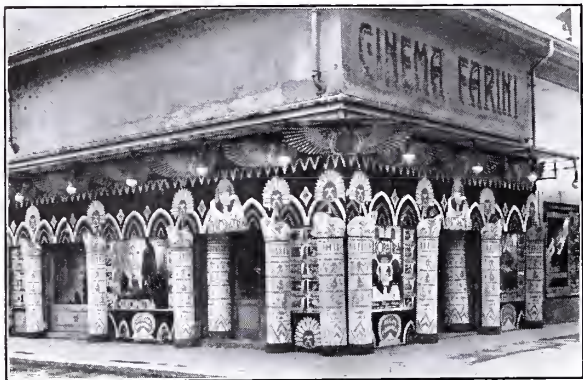
En annan film, om vilken vi ha fått de mest lovande meddelanden, är Harold Lloyds “The Milky Way.” Harold har personligen sagt om den filmen, efter att ha beskådat, vad han skjutit under tre veckors tid: “Det är den roligaste film, som jag någonsin gjort.”

Naturligtvis komma ni alla att se de många artiklarna i detta häfte om den nu snart stundande premiären på “The Crusades” i London och New York. Båda premiärerna hände på samma dag, den tjugoförsta augusti. Och mottagandet var enhälligt beröm. Vi veta nu alla ovillkorligen, att Cecil B. De Milles film är den största och mest underbara film, som någonsin gjorts även av Paramount. Vi äro också övertygade om, att framgången i dessa två städer kommer att bli förebilden för hela världen, ty vad London och New York tager till sitt hjärta, är i allmänhet, vad hela världen vill ha, och som ett resultat av detta komma vi att invänta edra reaktioner till denna film, och eder exploitation av denna film för månader framåt.

Vi ha också sett en film, “Annapolis Farewell,” som gör för amerikanska flottan vad “The Lives of a Bengal Lancer” gjorde för den brittiska armén i Indien. Vi tro, att i denna film vi ha en

(Continued on Page 12)

THE WORLD NEVER TIRES OF GOOD EXPLOITATION



"CLEOPATRA" IN ITALY

There has been no end to the ingenuity of Italian exhibitors in their atmospheric presentation of DeMille's "Cleopatra." Note here a very commendable attempt to capture the Egyptian nature of the story by the manager of Milan's Cinema Farini.

LE PARAMOUNT, PARIS, PROUD OF WINNING HONOR MENTION

Last month we told of the success of our Paramount Theatre in Paris in the matter of the Quigley Award of America's Motion Picture Herald. We have since seen copy of a letter sent by M. Rene Lebreton, manager of Le Paramount, to A. Mike Vogel, who conducts the Quigley Award Contest on behalf of The Herald, and among other things Paramounteer Lebreton said: "I am very grateful and deeply appreciate the Quigley Award which has acknowledged the work of my Collaborators and myself in connection with the marvelous Paramount picture, 'The Lives of a Bengal Lancer.'" I am sharing the honour with all of them and I beg you to believe me, yours sincerely, Rene Lebreton.

The italics are ours. They are significant of a very fine spirit.



BERLIN'S "BENGALI"

When this picture was taken away back in the early part of June, "Bengali" ("Bengal Lancer") was in its ninth week. We understand that it ran some time beyond that, and merely publish the picture now as part of the panegyric of "Bengali" success with which this issue of Paramount International News appears to be saturated. Please send us some more evidence, Germany: we won't delay publication so long next time.

AUSTRALIA'S NEW EXPLOITATION MANAGER CLICKING

Managing Director John E. Kennebeck has announced the appointment of Reg. Felton to the post of Exploitation Manager, succeeding Bob White, who resigned. He has also sent us a batch of Felton's initial work, and from its freshness and originality we are moved to the prog-

nostication that he is success-bound. His tea advertisement tie-up on "Ruggles of Red Gap" has a delightful aroma to it and leaves no doubt in mind that its appeal carried as far as Ceylon. In similar strain were his book tie-ups on this same picture and his model aeroplane contest for "Wings in the Dark." We will certainly continue to watch Mr. Felton's work with much interest.

HOW OUR TRADE MARK DOMINATES

This is a double-spread from The United Cinema News, of Bangkok, Siam, sent us by Paul Verdayne, Singapore branch manager whose territory takes in Siam. We share his enthusiasm over the pre-dominance of our Trade Mark



TURIN. Paramount's Turin (Italy) office certainly missed no effective wall space when it came to telling its customers about the forthcoming attractions that they were privileged to book. Here is but portion of the display, and Branch Manager Vittorio De Semo, through Managing Director Americo Aboaf's office, informs us that this was but a small section of the whole display.

Advertisement in Thai script for Paramount movies, featuring the RKO logo and various film titles.

"CALLING ALL COPS" FOR SCREENING OF "CAR 99"

A grand stunt staged by General Manager James L. Thornley, and Exploitation Manager Frank V. Kennebeck, of the Capitol Theatre, Melbourne, was the inviting of several dozen policemen to a screening of Paramount's "Car 99."



All of the cops professed themselves as being thoroughly entertained and instructed by the film, which is being well received in Australia.

LARGE SCALE SCREENING OF "LANCER" IN AUSTRALIA

Here's a splendid half-page advertisement prepared in Sydney and used, with altered theatre names, in several metropolitan centres. The multiplicity of names of theatres listed is powerful evidence of the national popularity of "Bengal Lancer" in Australia, where the film is still continuing to shatter records.

Large advertisement for "The Lives of a Bengal Lancer" featuring a list of theaters and showtimes. Theaters include Palais Pictorial, Adelphi Theatre, National Theatre, Burnley Theatre, Port Theatre, and others. The ad also mentions "The Picture That Has Shattered Attendance Records Everywhere!"

FEMALE EXPLOITATION

This grand piece of exploitation work on behalf of "Lives of a Bengal Lancer" was produced by a woman, Madame Gagne of the Cinema Femina, St. Etienne, France. The street car traversed all of the main streets of St. Etienne for several days prior to the film's opening.

POLISH WOOL TIE-UP

Manager M. Czaban of Warsaw has sent us particulars of a very interesting exploitation stunt there in connection with "The Devil Is a Woman." The wool-manufacturing concern, Trojkat W. Kole, was induced by Paramount to give to their new knitting wool the name of "Mar-

Advertisement for Paramount's "Las Crusadas" (The Crusades) featuring a cartoon illustration of a knight on horseback and the text "Paramount DISPARA IO HOME-RUNS mas para la temporada".

A very effective trade paper advertisement used by Jasper Rapoport in "Cine Grafico" of Havana, Cuba. Note how it ties in short features (represented by Pop-Eye) with features, represented by "The Crusades" and others.

lena" in honor of Miss Dietrich. They widely advertised the product, both in shop windows and on the colored wrapper around the wool, and gave free tickets of admission to the women purchasing the greatest number of skeins of the wool. The manufacturers bore all of the cost of advertising their product. Great work!

A PROPOS DE NOTRE "CAMPAGNE D'HONNEUR"

Ces six mois pendant lesquels nous montrons au monde Paramount exactement ce qui, dans le passé, a rendu notre Légion Internationale si ferme et si unifiée, commencent à porter des fruits qui réjouissent le cœur de notre haute direction. Les efforts qui sont faits dans toutes les parties du monde, les grandes campagnes d'annonce et de publicité pour nos films, tout démontre que pour la fin de l'année Paramount International Corporation aura atteint les plus grands résultats de son histoire.

Nous attirons votre attention sur la reproduction d'une enveloppe qui nous a apporté à New-York du courrier de Budapest et que vous trouverez autre part dans ce numéro. L'impression du cachet montre qu'en ce qui concerne Budapest, les noms que ressortent dans la production Paramount sont ceux de Ernst Lubitsch, Cecil B. DeMille, Marlene Dietrich et Jan Kiepura.

Un des favoris de notre enthousiasme, "The Last Outpost," monte constamment en valeur de production pour devenir un des grands films de l'année. Il est maintenant digne de prendre place dans la catégorie de "The Lives of a Bengal Lancer."

Nous sommes persuadés que vous aimerez le nouveau feuillet qui nous commençons dans ce numéro. S'il ne vous est pas possible de le lire dans l'original anglais, ne manquez pas de vous le faire traduire. Il s'adresse à vous et s'occupe de votre participation dans la grande démonstration de suprématie Paramount dans laquelle nous sommes engagés.

"Rose of the Rancho" est presque achevé, et nos correspondants de Hollywood rapportent que le chant de Gladys Swarthout est le plus beau que l'on ait jamais entendu en cinématographie. Nous nous rendons compte que c'est là une bien grande revendication, mais comme nous avons entendu Madame Swarthout chanter au Metropolitan Opera House de New York et connaissons le charme miraculeux de sa voix, nous n'avons pas de doute sur le bien-fondé de cette revendication. La voix de John Boles est aussi magnifiquement rendue dans ce film.

Un autre film sur lequel nous recevons également des rapports enthousiastes est "The Milky Way" de Harold Lloyd. Harold a tenu à donner lui-même son opinion après avoir vu les résultats de trois semaines de production en déclarant: "C'est certainement le film le plus drôle de tous ceux que j'ai faits."

Naturellement, vous ne manquerez pas de remarquer dans ce numéro les nombreux articlets qui se rapportent aux premières de "The Crusades" qui ont eu lieu simultanément à Londres et à New-York, le 21 août. Le succès remporté a été formidable dans les deux villes. Maintenant nous savons sans la moindre ombre d'un doute que dans cette production Cecil B. DeMille nous possédons la plus grande et la plus réussie des productions portant la marque le fabrique Paramount. Nous nous attendons à des succès semblables



"PETER IBBETSON" IN COMPOSITE

Here is one of the most interesting condensations of a motion picture ever made, for grouped here are the dramatic highlights of Paramount's production of "Peter Ibbetson," interspersed with scenes taken in informal moments during the production of the film. Co-stars Gary Cooper and Ann Harding will be readily recognized.

GARDEL'S FILMS CREATING NEW ALL-TIME HIGHS IN ALL SPANISH SPEAKING LANDS

The cables have droned a long line of happy dots and dashes into New York these past several weeks, and most of them from the Spanish-speaking lands have had to do with the tremendous success which has everywhere attended the presentations of films in which Carlos Gardel is the star.

For instance, there was the glittering premiere of Benito del Villar's magnificent new Real Theatre at Santiago, where he played "El Tango en Broadway" as the opening attraction, a circumstance which called forth the following

à ceux de Londres et de New York dans toutes les parties du monde, et en conséquence nous espérons avoir à décrire votre rôle dans l'exploitation de ce film pendant bien des mois.

Nous avons vu un film intitulé "Annapolis Farewell," qui accomplit pour une armée de la Marine Américaine ce que "The Lives of a Bengal Lancer" a fait pour l'armée britannique aux Indes. Nous croyons que dans le cas de ce nouveau film nous possédons un sujet si grand, si émouvant et si beau que l'on ne doit pas le considérer comme un sujet national, mais comme un récit épique de patriotisme plutôt qu'un spectacle héroïque de la Marine Américaine, et c'est de ce point de vue que nous désirons le faire voir. Nous avons le grand espoir que vous partagerez notre enthousiasme pour ce film lorsque vous le verrez à l'écran.

we were compelled to have the police maintain order. In both Santiago and Valparaiso the film has been a most outstanding success."

And then there is the illustration on this page, showing the tremendous throng attracted to Gardel's "El Dia Que Me Quieras" when it premiered at the Broadway Theatre in Buenos Aires. Guillermo Fox, Argentine Publicity Director, who sent us the picture, advised that many hundreds were turned away from the theatre because of capacity attendance.

This was followed by a cable from Sigfriedo Bauer, General Sales Manager, who reiterated the Buenos Aires success, and told that the picture would stay a second week. Also, that it was a terrific success in Montevideo, Uruguay.

The scene then shifted to Panama, where assistant manager Eugene Schosberg told of the success of this same film in Costa Rica. At the Raventos Theatre in San Jose, the picture had a premiere season and in quick succession two repeat seasons. As a result, the film grossed more than double the previous two Gardel pictures.

Our examples of the success of these Gardel pictures are almost endless; but before we close our story for the month we wish to include the following cable about "Tango Bar" which came to hand, over the signatures of John L. Day and John B. Nathan, just as we were going to press:

TANGO BAR RELEASED YESTERDAY SUIPACHA THEATRE. TREMENDOUS OVATION GIVEN GARDEL THROUGHOUT PICTURE. HOUSE SOLD OUT DAY BEFORE RELEASE DESPITE INCREASED PRICES. ADVANCE SALE CONTINUES EXCELLENT. PUBLIC ACCLAIMS PICTURE AS FINEST OF ALL GARDELS.

In New York "El Dia Que Me Quieras" had its American premiere at the Teatro Campoamor, and the New York Times had this to say: "Admirers of the late Carlos Gardel can see the ill-fated singer and actor at his best. . . . Never has the charming Rosita Moreno appeared more 'simpatia.' . . . Many of the spectators find tears mingling with their laughter."

cable from him: "Tango en Broadway a Smashing Success." He followed this with an airmail letter in which he said: "On the release day the people went wild with excitement, and so many people attempted to enter the theatre that



Broadway Theatre, Buenos Aires, where "El Dia Que Me Quieras" set up plenty of house records—until the next Gardel picture, "Tango Bar," came along and toppled them all over.

LA NOSTRA GRANDE CAMPAGNA

Questi ultimi sei mesi, nei quali abbiamo mostrato a tutti i membri della Paramount ciò che nel passato rese la Legione Internazionale della Paramount così solida e unita, stanno già producendo risultati che sono fonte di gioia per i nostri più alti capi. Gli sforzi, che vengono compiuti in tutte le parti del mondo, le grandi campagne di pubblicità e di illustrazione delle cinematografie e lo spirito di competizione, che è ovunque evidente, indicano che con la fine dell'anno la Paramount International Corporation avrà ottenuto il più grande successo nella storia cinematografica.

Richiamiamo la vostra attenzione sulla riproduzione di una busta da lettera inviata a New York da Budapest, riproduzione che troverete in un'altra pagina. Il timbro sul francobollo mostra che per quanto riguarda Budapest i più grandi nomi per la produzione della Paramount sono Ernst Lubitsch, Cecil B. De Mille, Marlene Dietrich e Jan Kiepura.

Una delle nostre cinematografie preferite, l'"Ultimo Avamposto" (The Last Outpost), aumenta continuamente il suo valore di produzione e si afferma come una delle più grandi dell'anno. Essa appartiene giustamente alla categoria della "Vite di un Lanciere del Bengala" (The Lives of a Bengal Lancer).

Noi speriamo fermamente che sarà di vostra piaciuto la nuova rubrica, che comincia con il numero di questo mese. Se non potete leggerla nel testo inglese, affrettatevi a farvela tradurre. E' di importanza vitale per voi e per la vostra partecipazione alla grande dimostrazione di supremazia della Paramount, alla quale noi tutti prendiamo parte.

"La Rosa del Rancho" (Rose of the Rancho) e' quasi completata ed i nostri osservatori in Hollywood ci informano che il canto di Gladys Swarthout e' il più affascinante che sia mai stato riprodotto in una cinematografia. Comprendiamo che questa e' un'audace affermazione, ma abbiamo sentito Miss Swarthout cantare alla Metropolitan Opera House in New York e conosciamo perciò il miracoloso fascino della sua voce. John Boles sfoggia pure una voce magnifica nella cinematografia.

Un'altra cinematografia, della quale continuano a pervenirci da Hollywood entusiastici rapporti, e' "La Via Lattea" (The Milky Way) di Harold Lloyd. Harold ha dichiarato personalmente, dopo avere visto i risultati di tre settimane di produzione, che essa e' "la cinematografia più comica che io abbia mai fatto."

Naturalmente non sfuggiranno alla vostra attenzione i molti resoconti di questo numero sulla premiera de "Le Crociate" (The Crusades), che si e' svolta contemporaneamente a Londra ed a New York. Entrambi gli eventi si sono svolti nello stesso giorno, il 21 agosto, e l'impressione destata in tutte e due le città e' stata superiore ad ogni parola. Sappiamo ora con la massima sicurezza che con questa cinematografia Cecil B. DeMille ci ha dato la più grande produzione, che abbia mai portato



THEY ALL "COME UP" TO SEE MAE—FROM MEXICO, TOO

Here's Baby Face Cassanova paying a social call on the eminent Mae West in Hollywood. Baby Face came north from Mexico as a boxer and speedily gained fame by vanquishing all opponents. If you ask our opinion, Mae appears to be the one with the Baby Face.

il nome della Paramount. Ci attendiamo ora con la massima fiducia il ripetersi dei successi di Londra e di New York in ogni parte del mondo e di conseguenza ci aspettiamo di ricevere notizie da ogni parte del mondo sul vostro contributo allo sfruttamento della cinematografia durante il periodo di diversi mesi.

Abbiamo visto una cinematografia intitolata "Addio Annapolis" (Annapolis Farewell), che e' nei confronti della Marina da Guerra Americana quello che "Le Vite di un Lanciere del Bengala" furono per l'esercito inglese in India. Pensiamo che il soggetto di questa cinematografia sia il più grande, il più commovente e il più bello dal punto di vista non solo nazionale, ma anche che esso piacerà ai patrioti di qualsiasi nazione. In altra parole e' l'epica del patriottismo piuttosto che l'epica della Marina Americana e noi desideriamo che voi consideriate questa cinematografia sotto questo aspetto. Quando la vedrete, non potrete fare a meno di esserne entusiasti.

NOTICIAS DA NOSSA "CAMPANHA DE HONRA"

A nossa campanha, nestes ultimos seis meses, em que mostramos ao mundo o esplendido material responsavel pelo reforcamento da nossa Legião Estrangeira, vacando optimos resultados e dahi a satisfação que reina entre os chefes, na nossa matriz. Graças aos esforços de cada um, sommos ao total de todos, ao findar este anno provado fica que a nossa organização no estrangeiro está agora mais conscia do poder da Paramount International Corporation do que em qualquer época de sua historia.

—Chamamos a atenção de todos para a reprodução de um envelope mandado de Budapest á nossa matriz em Nova York. Pelo gravado, que estampamos em outra pagina, vê-se que em Budapest ha grande admiração pelas figuras maximas da produção Paramount—Ernst Lubitsch, Cecil B. de Mille, Marlene Dietrich e Jan Kiepura.

NIEUWS BETREFFENDE HET "EERE-CONCOURS"

De laatste zes maanden, waarin wij de Paramount wereld getoond hebben waaraan het Internationale Legioen zijn standvastigheid en samenhang ontleend, hebben reeds resultaten opgeleverd, welke de harten van onze directie verblijden. De prestaties in alle hoeken van

—Um dos filmes que vimos apondo com grande entusiasmo, "The Last Outpost" (A Ultima Sentinella), cresce de importancia aos nossos olhos á medida que suas partes vão ficando promptas. Não ha duvida que vamos ter um poderoso rival de "Os Lanceiros da India," que tanto exito causou.

—Fazemos votos para que a nova serie que nesta edição iniciamos seja devidamente por todos apreciada. Os nossos amigos que não possam fazer a sua leitura no original inglez, devem conseguir uma tradução de todos os seus dizeres, pois ali se contém noticias dignas do conhecimento de todos os paramountistas.

—O filme "Rose of the Rancho" está quasi terminado e o nosso reporter no Estudio de lá nos communica que as canções cantadas por Gladys Swarthout são as mais lindas jamais usadas num phonofilm. Isso poderá parecer um exaggero, mas nós que não ha muito a ouvimos cantar no Theatro da Opera, em Nova York, conhecemos muito bem o poder maravilhoso de sua voz.

—Outra produção de que temos recebidos optimas noticias é "The Milky Way" de Harold Lloyd. Apreciado na tela o resultado das tres primeiras semanas de filmagem, é o proprio Harold que afirma ser este o seu filme mais engraçado até hoje produzido.

—O leitor avido de noticias de outros pontos lerá com interesse as notas insertas nesta edição sobre o grande exito obtido pelo super-filme "As Cruzadas," que foi exhibido simultaneamente em Londres e Nova York, na noite de 21 de Agosto. O grande entusiasmo com que foi recebida essa obra-prima da cinematographia, deixando-nos convictos de que na nova produção de Cecil B. de Mille temos um trabalho da mais alta atracção popular. Esperamos que o exito já obtido em Londres e em Nova York seja repetido em todos os países da terra, e fique assim mais uma vez provado que a marca da Paramount é e continuará a ser a marca dos grandes filmes.

—Vimos ha dias um filme de esplendidas qualidades, "Annapolis Farewell," que representa para a Escola Naval norte-americana o que "Os Lanceiros da India" representaram para o exercito inglez em Bengala. O assumpto deste novo filme é dos que tonam de subito toda uma audiencia, levando o publico a participar pelo coração das peripecias de suas personagens. Sendo, como é, baseado em certo angulo da historia naval dos Estados-Unidos, isso não impede que possa elle ser recebido com grande entusiasmo em outros países, tal é o sentimento de patriotismo que de suas scenas se desprende. Estamos certos de que esta nossa opinião ha de ser secundada por quantos, com sinceridade, apreciem esse filme.

de wereld, de groote film-advertentie en reclame campagne, zowel als de heersche concurrende geest, wijzen op het allerbeste resultaat aan het einde van dit jaar van de Paramount International Corporation.

Wij vestigen Uwe aandacht op de reproductie van een enveloppe, te New York ontvangen uit Budapest. Uit het postzegel blijkt, dat Ernst Lubitsch, Cecil B. De Mille, Marlene Dietrich en Jan Kiepura, de uitblinkende Paramount menschen zijn, wat Budapest aangaat.

Een van de nieuwe films, welke wij thans reeds een warm hart toedragen, "The Last Outpost," nadert met rasse schreden haar voltooiing. Deze productie is van het "Bengal" genre en kan in alle opzichten beschouwd worden als een waardige opvolgster van die groote succesfilm.

Wij hopen, dat de nieuwe serie artikelen U interesseeren. Laat ze voor U vertalen want ze betreffen U en Uw bijdrage tot de suprematie van Paramount.

"Rose of the Rancho" is bijna gereed en volgens onze Hollywood zegslieden overtreft het zingen van Gladys Swarthout alles wat tot nu toe op dat gebied is gehoord. De prachtige stem van John Boles leent zich bijzonder goed voor samenspel en -zang met Miss Swarthout.

Toen Harold Lloyd de resultaten zag van drie weken filmen aan zijn nieuwe productie "The Milky Way," verklaarde hij deze film "de grappigste die ik tot nog toe gemaakt heb." Dat belooft dus wat.

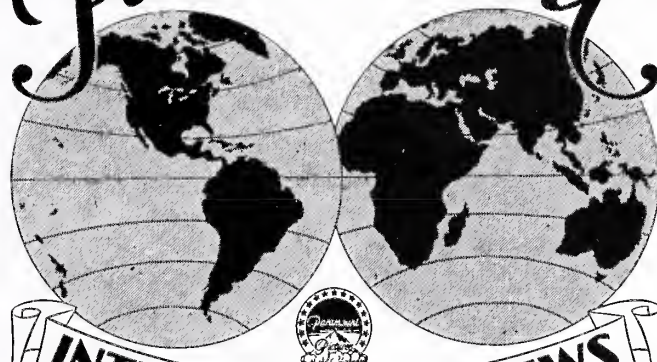
Natuurlijk hebt U bij het lezen van deze editie niet de artikelen over de premières van "The Crusades" overgeslagen. De premières in London en New York hadden tegelijkertijd plaats op 21 Augustus en de reactie in beide steden was geweldig. Nu weten wij dat deze Cecil B. De Mille productie de grootste succesfilm zal blijken te zijn, van alle, die tot dusver onder het Paramount handelsmerk in omloop gebracht zijn. Wij zien een dergelijk succes tegemoet waar deze film ook vertoond moge worden en bereiden ons derhalve tot het opnemen van diverse mededelingen aangaande Uw bijdrage in de wereld exploitatie van die mees-terwerk.

Wij hebben een film gezien, getiteld "Annapolis Farewell" die voor de Amerikaansche Marine doet, wat Lives of a Bengal Lancer deed voor het Britsche leger in Engelsch Indië. De film is zoo monumentaal, pakkend en schoon, dat men haar niet moet beschouwen als een onderwerp uitsluiten over de Amerikaansche Vloot maar als een verheerlijking van vaderlandsheide in het algemeer. Wanneer ge de film ziet hopen wij dat ge er even ingenomen mee zult zijn als wij.

(Continued from Page 9)

berättelse sa stor, så hjärtgripande och så vacker, att den ej kommer att anses som nationalfilm, utan som en sak, som kan hända till patrioter i alla land. Med andra ord, den är en epic av patriotism mera än en epic av amerikanska flottan, och det är som vi önska ni alla skola se den. När ni alla så smaningom se denna film, hoppas vi verkligen av hela värt hjärta, att ni komma att tänka och känna som vi.

Paramount



INTERNATIONAL NEWS

VOL. 2 No. 10
OCTOBER FIRST, 1935

Our Manifestation of Honor



ARGENTINA
URUGUAY
PARAGUAY

SECOND CONSECUTIVE APPEARANCE OF THE
GAUCHOS



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane.

Vol. 2 October 1, 1935 No. 10

MR. OTTERSON VISITS STUDIO AGAIN

Making the second studio visit since he became President of Paramount, Mr. Otterson returned to Hollywood on September 20th. He is there now, in the midst of the greatest production boom this company has ever known.

SPLENDID NEWS ABOUT DIETRICH'S "DESIRE"

In a confidential report from the International Corporation's own representative in the Studio, Luigi Luraschi, there occurs the following important item:—

"We are particularly delighted with the first week's rushes on 'Desire.' Gary Cooper is excellent, and Miss Dietrich is better than she has ever been before. Although Borzage is directing the picture, the Lubitsch touches in the script are very evident and come through in fine form."

TWO LAST MINUTE FLASHES

Just as we go to press, word comes from Hollywood regarding "The Last Outpost" and "The Milky Way."

The first-mentioned picture had its first preview and came through in thrilling fashion. It really looks as though we very definitely have something here.

The Harold Lloyd picture is almost through shooting. Lloyd, however, screened a rough assemble of the footage to date, and a consensus of studio opinion is that it is one of the funniest—if not the funniest—films to date.



Here is the romantic fire and flaming passion of "The Rose of the Rancho" in all of its glory. Or at least as much of it as can fill the space at our command. As you read these lines we have every expectation of watching a presentation of this glorious musical film and our belief is that we will have to create new descriptive phrases in order to do Gladys Swarthout's first Paramount picture justice.

CHIMES IN CRISTOBAL

All Paramounters interested are urged to send wedding greetings addressed to Mr. and Mrs. Saul Jacobs, on November 1st. They should be sent to the Cristobal office, since Saul is coming from Guatemala City to meet his bride in the Canal Zone city for the ceremony. At the time of writing the bride-to-be's name is Eleanor Rosenberger.

PARAMOUNT NEWSREEL SERVICE SCOOPED SCANDINAVIA

Unparalleled newsreel service by the Joinville Studio enabled all of our Scandinavian territories to score an unprecedented newsreel 'beat' over all of our competitors on the occasion of the funeral of the late internationally lamented Queen Astrid of Belgium.

Negatives rushed from Paris by 'plane to service the Paramount and Ufa accounts beat those of every other newsreel by more than a day, the Paramount offices alone handling a total of 104 prints.

The remuneration for this ace service resulted in record prices being achieved. Carl York was exultant over the service and lost no time in sending thanks to Mr. Lange in Paris for relaying to the camera and laboratory units responsible for it.

STOP PRESS

A flock of wonderful material in from Australia's Blue Ribbon Convention held in Melbourne. Can best do it justice by running it in full next month. The announcement book is a gem.

Another brilliant book of product is that of Germany, received at this final press-moment.

"The Last Outpost" glimpsed in Home Office just in time for a word here. Lengthy reaction going out by letter.

Roumania joins the ranks of the house organ publishers with "Gazeta Paramount," a copy of which has just reached us from Mr. Palugay. Details next month.

Heavens, but a flock of material did certainly come to hand at the last minute.

PARAMOUNT DISPLAYS SENSATION OF VENICE EXHIBITION



At the 1935 Venice Cinema Exhibition, the displays of Paramount on behalf of "The Crusades," "The Devil Is a Woman" and "The Lives of a Bengal Lancer" were the real sensations of the affair. We ask you not to take our word for this but to study the glimpses of the display shown above. These reveal both the interior and exterior

of the Excelsior Hotel-Lido, where the exhibition was held, and they constituted the most elaborate, effective and praiseworthy efforts put forth by any competing company. We certainly offer congratulations to Managing Director Americo Aboaf and his advertising staff for a remarkably fine piece of work. The Studio also praises this work.

BIENNALE DI VENEZIA



III. MOSTRA INTERNAZIONALE
D'ARTE CINEMATOGRAFICA
10.25 AGOSTO 1935 XIII - RIDUZIONI FERROVIARIE

The Official Poster of the Venice Cinema Exhibition of 1935. More details of this important international event are on the page opposite.

CARL YORK CABLES IN PRAISE OF "THE SCOUNDREL"

Just at press time Mr. Hicks received a cable from Viking Leader Carl York to the effect that the Noel Coward picture, "The Scoundrel" had opened at the China Theatre to the finest reception and most laudatory press of the season. He said that the picture is sure of a great season and is "Another milestone in Paramount's line of super-specials."

"The Scoundrel" succeeded the Walter Wanger production, "Private Worlds," which had just rounded out a successful run of three weeks.

THESE LADS ARE KEEPING PRINT COSTS DOWN

Last month we started a tabulation of alphabetically arranged territories which have definitely reduced positive print costs. In that tabulation were 14 territories. If you were one of them you will know it; if you weren't, you'll remember it. At all events, our tabulation has grown to 22 territories, which are listed below. After all, you know, that leaves just ten more besides the following:

AUSTRALASIA	ITALY
AUSTRIA	JAPAN
BRAZIL	JUGO SLAVIA
CHILE	MEXICO
CHINA	PANAMA
CUBA	PORTO RICO
GERMANY	PHILIPPINES
GREAT BRITAIN	POLAND
HOLLAND	ROUMANIA
HUNGARY	SPAIN-PORTUGAL
INDIA	URUGUAY

"YOU HAVE MADE IT A FAR, FAR GREATER INTERNATIONAL CORPORATION"

"Just two months of our Manifestation of Honor demonstration have served to show our Company's principals that the spirit of dogged determination and creative effort is more alive in our International Corporation today than it has ever been in the past. This is in spite of the fact that the Foreign Legion's past record has been one of continuous inspiration to the entire organization.

"On all sides you have faced extraordinary conditions. The whole world is more temperamentally agitated today than at any time within the history of Mankind. Yet so elastic are the minds, mentalities and physical activities of the men and women comprising our International Corporation that every upheaved situation has been met by Paramount tact and practical application.

"In short, you have all worked, in greater or lesser degree according to circumstance, what can best be described as commercial miracles. One looks to the standings in this Manifestation of Honor of ours and finds there almost incredible stories of accomplishment. Important divisions are over quota: an even greater number of countries over the hundred percent mark. And everybody else in the race turning in inspiring results.

"Elsewhere is found a tabulation of those territories which have materially reduced expenditures on positive prints, and in our records here a figure of savings which as ready cash represents a truly amazing sum; and effected without any loss in efficiency or service to our customers.

"Finally we come to the pleasant task of reviewing such accomplishments as things achieved in advance of what we believe in all sincerity to be the most commercially appealing array of product, from the international standpoint, that we have ever given to the world. This will include "Rose of the Rancho," "The Milky Way," "The Last Outpost," "Peter Ibbetson," Marlene Dietrich and Gary Cooper in "Desire," "So Red the Rose" and the first of our Jan Kiepura pictures, "Give Us This Night." I would like to mention here that Mr. Kiepura visited Home Office on his way to Hollywood and expressed in no uncertain terms his very warmest desire to give to us **"the greatest musical picture Paramount has ever distributed."**

"Your magnificent, loyal and untiring efforts have proven to our Company's executives that the Foreign Legion is more powerful as a sales and exhibition unit today than ever before; the Studio now is bringing swiftly to your hands the greatest and most mass-appealing film ammunition in our Company's history.

"Our complete admiration is for you: our complete faith is with you."

The Most Exciting Event in
Paramount History

"THE HONOR OF THE LEGION"

By P. I. Corp

CHAPTER TWO. Don Jerome's Bid.

Nothing so powerfully evidenced the world-wide ramifications of the International Committee of the Other Thirteen as the manner in which early word of the Coup-de-Nathan spread into every country. It was as though the news had been televised, and many desk chairs in both hemispheres creaked uneasily as their occupants realized that the Gaucho Leader had beaten them to the starting gun. But in the mystical city of Cristobal the creak was louder and perhaps just a little harsher. Jerome P. Sussman—The Don Jerome occupying our attention for the present—snapped his chair back as the news greeted his eyes, and in a voice which told plenty he asked: "Second, eh? Well, let us tell you all—it's a pretty good second!"

"But why," asked Don Eugene, "should we stay second to anybody?"

"We won't!" snapped back the voice of Don Jerome. And flashing black eyes, whose force and power are known throughout the Anilles, the Equatorial Zones of Central and South America, and even unto South Africa, proclaimed the fact that he meant what he said.

"I wouldn't be surprised if it were a game of bridge," added Don Ted, lately returned from a joyous long vacation to Bulldogland.

"Then if it is," retorted Don Jerome, "we'll give them the mightiest bid in all film history. Are you with me to the limit?"

And more Panamanian voices than those of Don Ted and Don Eugene thundered an assent in unison.

One shrill echo of those voices sped southwards, and slightly to the east. Don Benito del Villar, standing leisurely in the lobby of the Real Theatre in Santiago, caught its reverberations, interpreting them at once with that practiced showman's sixth sense of his.

"Ah," he exclaimed, "that old-devil International Committee of the Other Thirteen is stirring things up again. From the sound of things it looks as though they've given a dose of Success Brimstone to those Caribbean Boys. Well, I'm not worrying; they were second in the scramble last month, and I dare say they won't have gotten any farther ahead this time. As for me, I was fourth last time, and my figures give me a hunch that the position will be improved this time."

"Hey, Eugene, did you hear anything from the south just then?" called out Don Jerome at the very instant that Don Benito ceased speaking in Chile.

"Yes, it sounded very much like a fierce hot blast from Chile," answered Eugene.

"Things are getting hot just the same," said Don Jerome. "So let's not forget our bid, because some of these other guys can be

pretty tough if they want to.

These very words pinged into London. "Did you ever hear such language?" asked J. C. Graham, chief of the Bulldog Division. "Perhaps these fellows have forgotten that the last time the International Committee ranged up in combat, we Bulldoggers emerged victorious."

"But as a great general once said—that was a horse of another colour." The speaker was that mild-mannered British dynamo of activity, Cricketer Montague Goldman.

"Even at that, we were third when the last International Mobilization of Divisions was published," retorted Mr. Graham.

"And where are we this time?" rejoined Montague.

"I'll tell you," came the voice of Viking-leader York over the long-distance telephone. "You're in fourth spot, and I'm a full ten places in the rear."

"Then what are you doing about it?" questioned London.

"Nothing that I'd tell you," answered York in a fine spirit of co-operation excusable under the circumstances.

The London telephone operator was having a fine time. Lights blinked so furiously before her on the international switchboard that she could not help becoming impish. Quickly she unplugged Stockholm and transferred the speaking end of the line to Tokyo.

"Who've I got now?" asked the querulous voice of Tom Cochrane.

"If that's Tokyo, then this is London," replied J. C. Graham.

"Then we're both right. But what I don't understand," added the leader of the self-styled Irish Brigade, "is that a few moments ago I was tuned in on Central America and heard such prophetic bids for leadership made that we might be pardoned for resigning ourselves to other places."

"Say, Tom, what's the matter with you?" boomed the voice from Big Ben Land.

"Not a thing," answered Tom. "I simply can't understand any International Committee having two firsts."

"You mean England and Panama?"



Deeply immersed in his Paramount study, Don Jerome prepares the International Bid for first place that is designed to startle the whole Paramount world into feverish action.

"So that sly humor of your's is still on the qui vive, eh?" answered Tom. "No, of course I didn't couple you with the bid from Don Jerome. I meant Panama and——"

But before he could finish the sentence the impish English telephone girl had gathered a handful of plugs and tangled the switchboard up with them. Voices from Australia and Argentina mingled with Swedish threats and Spanish epithets. Sibilants and consonants floated hither and thither through the ether, and international broadcasting for more than five minutes was virtually at a standstill.

The odd, discordant medley of antagonistic tongues sped with flash-of-light rapidity to a conceal-

ed aerial in the tenth floor of the Paramount Building in New York City. Then it emerged from a small but golden-tongued radio on the desk of a man whose smile has gone around the world.

"So Don Jerome made a bid, eh?"

The bridge-attuned ears of George Weltner heard only the word 'bid.' "How many did he bid, Mr. Hicks?" he asked.

"Not how many, George; how much?" was the reply.

There was a sudden click from the radio. Where there had been medley there was now silence.

"I guess," said Mr. Hicks, "they've all gone back to work. Now we shall see what we shall see."

(To be continued next month)

THE VICEROY AND LADY WILLINGTON

WITNESSED AND APPRECIATED BY THEIR EXCELLENCIES

PATHE

The Dramatic Sensation of 1935

A STAR STORY FOR EVERY ROLE

CLAUDETTE COLBERT

Private Worlds

CHARLES BOYER • JOAN BENNETT • HELEN VINSON • JOEL MACCREA

THE GLITTERING MUSICAL EXTRAVAGANZA

"MURDER AT THE VANITIES"

WITH A HUGE CAST OF STARS AND 300 HOLLYWOOD BEAUTIES

IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN

LAUGHTON A HUGE SUCCESS IN A COMEDY ROLE

THE PEACE, LONDON, SENSATION

PATHE

THE GREAT HUMAN DRAMA PICTURED WITH A CAST THAT IS A TRIBUTE TO HUMANITY

RUGGLES OF RED CAP

CHARLES LAUGHTON • MARY BLAND • CHARLES RUGGLES • LEO PATRICK

EXCELLENT PARAMOUNT SUPPORTING PROGRAMME

"PRIVATE WORLDS"

CLAUDETTE COLBERT

CHARLES BOYER • JOAN BENNETT • HELEN VINSON • JOEL MACCREA

IF IT'S A PARAMOUNT PICTURE IT'S THE BEST SHOW IN TOWN

A pair of highly interesting full page advertisements from Rangoon, Burma. The one at the right advertises two attractions, being also a teaser for "Private Worlds," which is announced in both pages as being a Walter Wanger production. General Manager Charles Ballance was responsible for these announcements, also for the Vice Regal presence at the presentation of "Private Worlds" of The Viceroy and Lady Willington.

All the World Listens

NATHAN CHALLENGED!

Sussman Second, but Villar in Overtaking Mood



Marlene and Claudette make plenty of whoopee at Carole Lombard's party. Miss Dietrich took an evening off from the set of "Desire," and Miss Colbert deserted the company making "The Bride Comes Home" and in the ensuing party at the Venice (Cal.) Amusement Park the above scene was snapped as the two stars coasted down the slide.

AUSTRALIA'S PARAMOUNT WEEK WAS COLOSSAL

Mr. Hicks is in receipt of a cable from Managing Director John E. Kennebeck in Sydney, the substance of the message being an announcement of business done during Paramount Week—a sum so great that on a comparative basis with good average business it looms up as nothing short of colossal. The message itself demonstrates one thing very clearly, namely that John Kennebeck and his sales force did a magnificent job of selling the Australian, New Zealand and Far East exhibitors on the importance of participating in Paramount Week. Among other things the cable said:

WHOLE BLUE RIBBON SALES FORCE FIRED WITH ENTHUSIASM FOR TREMENDOUS ACTION DURING HONOUR DRIVE.

As we go to press the Kennebeck Division is in Seventh place; but somehow or other we look for an important change next month.

This month, as of September 1st, there are four Divisions over Quota, against a solitary one of last month. Likewise there are Nine Countries over the precious gold-line against a Quartette last issue. All of which is powerful evidence of the fierce rivalry which the thirty-one days of August have generated. Let us therefore, in an atmosphere of the friendliest analysis, examine what has happened since the last time we brought the subject of the Divisions up:

LEADER, and how he hangs on NATHAN
SECOND still, but gaining SUSSMAN
THIRD, up one notch VILLAR
FOURTH, and also over Quota GRAHAM
Fifth, his favorite spot to date PRATCHETT
Sixth, still a very fine DAY
Seventh, just as he was last time KENNEBECK
Eighth, also hasn't shifted BALLANCE
Ninth, again three times third COCHRANE
Tenth, cable hasn't worked yet SCHAEFER
Eleventh, up a good step ABOAF
Twelfth, one back then shoot ahead MESSERI
Thirteenth, he must like it KLARSFELD
Fourteenth, he must like it, too YORK

THE VIKINGS IN CONVENTION OFFER STURDY CHALLENGE TO REST OF WORLD



One of the outstanding Paramount conventions of the year was called in Copenhagen the last few days in August by Viking Leader Carl P. York, with General Foreign Representative Fred W. Lange in attendance. Also present was Production Dept. representative Frank Farley, who snapped the picture shown below. It was an important and spirited event, as the following cable to Mr. Hicks attests:



VIKING DIVISION ASSEMBLED HERE WITH LANGE IN CONVENTION ALL SEND GREETINGS AND JOIN PLEDGE THAT RESULTS NEXT DRIVE WILL EXCEED ALL PREVIOUS ACCOMPLISHMENTS. WITH EXCELLENT NEW PRODUCT COUPLED WITH RENEWED STRONG DETERMINATION WE WILL NOT BE SATISFIED WITH ANYTHING LESS THAN FIRST POSITION PRESENT MANIFESTATION OF HONOR. (Sgd.) YORK.

It is more than significant that, coupled with this cable, comes word that Norway has managed, during the month of August, to advance from thirtieth place to sixteenth.

Delegates at the Copenhagen event. Second from right is Miss Cruusberg. Others, left to right: Messrs. Oes, Lange, York, Sandberg, Frost, Hammar, Selén, Erikson and Flodin.



A COUPLE OF COUNTRY STANDINGS MAKE US WANT TO WHOOP

Just as there have been some important changes in the relative standings of the Divisions, so have some of the Countries undergone impressive and significant changes in standing. Mightiest of all the upward leaps has been that of Norway, which rocketed from 30th last month to 16th this month, a forward step of fourteen places. In this spirit we are pleased to give you the following tabulation of the Standings of Countries, with positions this month and last:

This Month	Last Month
1 Argentine	2
2 Uruguay	1
3 Colombia	3
4 Cuba	4
5 Porto Rico	5
6 Chile	8
7 Great Britain	9
8 Panama	7
9 Peru	10
10 Brazil	11
11 Australasia	12
12 Guatemala	6
13 Mexico	14
14 India	13
15 Denmark	17
16 Norway	30
17 Japan	18
18 Austria	19
19 China	15
20 Philippines	23
21 Poland	20
22 Holland	16
23 Roumania	25
24 Czecho Slovakia	21
25 Italy	24
26 Spain-Portugal	22
27 Germany	26
28 Hungary	29
29 Jugo-Slavia	27
30 France	28
31 Finland	31
32 Sweden	32

LES PRINCIPALES NOUVELLES DU JOUR

Nous espérons que notre nouveau feuilleton "L'Honneur de la Légion" (The Honour of the Legion) vous intéresse et vous plait. Notre auteur s'amuse fort à l'écrire, mais jusqu'à présent a fermement refusé de divulguer son intrigant dénouement. Il assure qu'il ne le fera connaître à personne avant que cinq mois se soient écoulés.

Nous avons le plaisir de publier sur une autre page des photographies de Jan Kiepura et de M. Hicks prises dans le bureau du chef de la Légion Etrangère. M. Kiepura qui est arrivé à New-York le 9 septembre, a passé plus d'une heure avec M. Hicks. Le point culminant de la conférence fut que le grand ténor annonça de tout coeur qu'il donnera à Paramount les meilleurs films de sa carrière. Il est à présent à Hollywood, et a commencé à travailler à son premier film, "Give Us this Night."

Il n'est pas sans importance de vous informer maintenant que Mme. Gladys Swarthout, l'éminente étoile du Metropolitan Opera, donnera la réplique à Kiepura dans ce film. Mme. Swarthout est venue à New-York après avoir terminé "Rose of the Rancho," mais est maintenant rentrée à Hollywood.

Henry Hathaway qui a mis en scène "Now and Forever," "The Lives of a Bengal Lancer" et "Peter Ibbetson," va diriger maintenant "Queen of the Jungle" qui, nous en sommes sûrs, dépassera même "King of the Jungle."

On tourne depuis plus d'un mois le nouveau film Marlene Dietrich, "Desire." Frank Borzage qui a dirigé "Farewell to Arms," le met en scène, et comme vous en avez déjà été informé, Gary Cooper tient le premier rôle masculin.

"The Big Broadcast of 1936" remporte un succès phénoménal au Paramount Theatre à New-York. On rédige le film pour sa distribution internationale et il comprendra de nombreux "numéros spéciaux" parmi les meilleurs présentés à l'écran.

Pour les pays qui s'intéressent à la célébration annuelle d'une semaine Paramount, nous signalerons que l'Australie réalisa pendant la première semaine de septembre une recette presque égale à celle d'un mois de bonnes affaires. Un tel succès compta évidemment pour beaucoup dans notre "Manifestation d'Honneur" qui sera célébrée dans la seconde moitié de 1936.

C'est un beau cable que celui de la Division Scandinave que nous reproduisons dans ce numéro. Les Vikings sont évidemment décidés à battre des records cette année, et vous pouvez parier jusqu'au dernier centime que leur rang actuel n'est que temporaire.

Néanmoins, d'après ce que nous lisons dans notre publication, il semblerait à peu près impossible pour n'importe quelle division d'enlever son premier rang à l'Argentine. C'est au moins ce qu'en dit John B. Nathan, le chef des Gauchos.



CARLTON'S OIL PAINTING GREATEST IN ENGLAND

Spread across the entire facade of Paramount's Carlton Theatre in London is the mightiest oil painting in all of England. It is befitting that it represents a dramatic climax in "The Crusades," and represents it in all of the armorial splendour of that historical event. The idea of such a painting was conceived by John Armstrong, director of publicity and advertising for the theatre circuit, of which the Carlton is an important link, and was executed by the brilliant young English artist, David Kemp in the record time of 60 hours.

Some of the important statistics connected with the painting are as follows: It is a reproduction of a famous mezzo-tint by A. Cooper, R. A., of the Battle of Ascalon. The canvas is 35 feet four inches wide, thirteen feet four inches deep. It was painted on a studio floor, the horizontal plane being more difficult than a vertical one, but more expeditious under the circumstances of time being so short. Sixty-five pounds of color were used to cover the area of 444 square feet.

The work was decidedly worth while, since it attracted not only the attention of passersby, but also secured a splendid amount of space in the London newspapers.

PARAMOUNT CROONER

According to the columns of the London "Era," we learn that Ernest Allanson, a service boy at the Paramount Theatre, Leeds, stepped out of his rank on August 26th when he made his debut as a "crooner" at the Paramount Theatre. He is 19 years of age and definitely considers himself a serious rival of Bing Crosby. We are certainly with him, and wish him every success.

FINE ANNOUNCEMENT FROM JUGO-SLAVIA

Manager M. F. Jordan at Zagreb joins the ranks of the authors of mighty fine announcement books. His publication containing the Paramount product for release in Jugo-Slavia

FINAL TITLE

The title of the new Marlene Dietrich-Gary Cooper picture is definitely set as "Desire." It was formerly called "The Pearl Necklace."



TWO GOOD "IRISHERS"

Mr. Michael MacWhite, Envoy Extraordinary and Minister Plenipotentiary of the Irish Free State in Washington, photographed with Walter C. Kelly on the Hollywood set of "The Virginia Judge."

during 1935-36 has just come to hand and we offer our congratulations for a neat, forceful and effective piece of printed salesmanship. We believe that the publication will play an important part for Mr. Jordan's territory during the Manifestation of Honor.

MINUTE PREVIEWS OF NEW PARAMOUNT PICTURES

THE VIRGINIA JUDGE. Very human and understandable drama. Walter C. Kelly, who amused millions in "MacFadden's Flats," is again a loveable old rascal. The picture debuts Johnny Downs, Robert Cummings and Marsha Hunt, a trio of Paramount's juvenile players whom we confidently expect to amount to quite a lot.

TWO-FISTED. One of the popular-cast pictures that Paramount makes so well. Its fast pace was endowed by the skilled direction of James Cruze, and the fast entertainment is the work of Lee Tracy, Gail Patrick, Roscoe Karns, Florence Lake and Billy Lee.

AS NOSSAS NOTICIAS CAPITAES

Crêmos que todos os nossos leitores estão seguindo com grande interesse a serie de artigos que publicamos sob o titulo "The Honour of the Legion." O autor desses escriptos tem tido muito prazer em os escrever, mas até agora não quiz divulgar o seu fim principal. E, segundo diz, não conheceremos o movel ou intenção desses artigos senão no fim, daqui a uns bons cinco mezes.

—Mr. Jan Kiepura chegou a Nova York a 9 de Setembro e passou mais de uma hora em conferencia com Mr. Hicks, como o testifica a photographia que publicamos em outra pagina. Durante essa palestra com o nosso director, o festejado tenor garantiu-lhe que a Paramount terá nos seus filmes os melhores de sua carreira. Mr. Kiepura já se encontra em Hollywood trabalhando em "Give Us this Night," sua primeira producção.

—A noticia sobre o primeiro filme de Kiepura cresce de importancia ao sabermos que a sua primeira dama é Miss Gladys Swarthout, cantora do Theatro Lyrico de Nova York, que ha pouco esteve na metropole, a trabalhar no filme "Rosa do Rancho," outra nova producção da Paramount.

—Henry Hathaway, que dirigiu "Agora e Sempre," "Lanceiros da India" e "Peter Ibbetson" está á testa da producção de "Queen of the Jungle" (A Soberana da Selva), filme que esperamos muito ha de agradar.

—Ha mais de um mez que se iniciou em Hollywood a filmacão de "Desejo," nova super-produccão de Marlene Dietrich. Frank Borzage, que dirigiu "Adeus ás Armas," é o realizador deste novo filme de Marlene que, como já foi mencionado, tem Gary Cooper por seu galan.

—O filme "Ondas Musicais de 1935" está correndo com grande exito na tela do Theatro Paramount de Nova York. O filme será remontado para a sua exhibição no estrangeiro, quando conterá muitos incidentes e scenas inéditas, não incorporadas em nenhuma outra producção.

—Para aquellos paizes onde se observa uma "Semana Paramount" ha de ser noticia importante o facto de que a Australia fez na primeira semana de Setembro um apurado maior do que o dos melhores mezes do anno. Tal feito terá sua menção honrosa no encerramento do nosso "Concurso de Honra," que se celebrará em fins de 1936.

—Muito interessante para todos os legionarios é o telegramma da Divisào da Escandinavia, publicado em outra pagina desta edição. Pelo que ahi se vê, os Vikings estão dispostos a levar a dianteira a todos os outros paizes, seja embora qual for a sua presente posição.

Ao mesmo tempo, segundo lemos algures, não será facil levar vantagem sobre os argentinos, que se esforçam por manter as posições conquistadas. Pelo menos é o que nos garante o sr. John B. Nathan, gaúcho dos gaúchos.

IN PRODUCTION

"THE PEARL NECKLACE" WILL HAVE AUTHENTIC SPANISH BACKGROUNDS

Most of the action of the new Marlene Dietrich-Gary Cooper picture, "The Pearl Necklace," is laid in Spain—modern Spain.

In order to authenticate the picture's backgrounds, Paramount has sent a director and a camera and technical crew to Spain to photograph actual backgrounds for use in the picture. Dr. Eric Locke, assistant to Managing Director of Production Ernst Lubitsch, is the director, and he sailed with his production unit early in September.

The Managing Director of the Matador Division, M. J. Messeri, acting in cooperation with Messrs. Lange and I. Blumenthal, is extending every assistance to Mr. Locke. A member of the Matador Division met Mr. Locke at the Franco-Spanish border and is accompanying the production unit throughout Spain.

All of which leads us to the belief that the thoroughness with which "The Pearl Necklace" is being made will produce for us a Marlene Dietrich film comparable with "Morocco," which today stands as the high-mark of all Miss Dietrich's films, so far as the world is concerned.



GRETE NATZLER

After all of the announcements that we have made in this column, Grete Natzler will use the name of Grete Natzler in Paramount Pictures. And so that you will know who Grete Natzler is, we show you above the newest picture of Grete Natzler. Now do you know who Grete Natzler is? And do you know that she will use the name of Grete Natzler hereafter?

PRODUCTION NOTES

"Frisco Doll" is definitely set as the title of Mae West's next film. Victor McLaglen is leading man, and Raoul Walsh director.

"Two Fisted" is the final title of the picture known formerly as "Gettin' Smart." James Cruze directed Lee Tracy, Roscoe Karns, Grace Bradley, Kent Taylor and Gail Patrick in the film.

Irene Castle will play a featured role in "Collegiate."

"Give Us This Night" is the title of the first Jan Kiepura film, in which the Continental star will be co-starred with Gladys Swarthout. Alexander Hall is directing.

The following directorial assignments are noted: Lew Milestone to direct Claudette Colbert in "Roaring Girl"; then Wesley Ruggles will direct the same star in "The Indestructible Mrs. Talbot"; Frank Tuttle is directing "Millions in the Air" and William Seiter will direct the Charles Rogers production, "Easy Living."

Mady Christians and Arline Judge are with Carl Brisson in "Ship Cafe."

Bing Crosby may appear in "Turn Off the Moon" before making "Opera Versus Jazz." This will be after he completes his current work in "Anything Goes."

Ida Lupino has been added to the cast of "Anything Goes." The stellar roster now reads:—Bing Crosby, Ethel Merman, Charlie Ruggles, George Barbier and Ida Lupino.

Alice White, blonde star, has been added to the cast of "Coronado."

Sylvia Sydney's next to follow "Mary Burns, Fugitive," will be "Burlesque," which Paramount made several years ago under the title of "The Dance of Life." The leading male role has not yet been filled.

Julie Haydon, the bright light of "The Scoundrel," is making a stage appearance in New York in Philip Barry's play, "Bright Star."

"BOWLS AT YOU!"

This is exactly what the comely Carole Lombard is doing in this informal shot of her performing at a Hollywood bowling alley. During the daytime Miss Lombard is busily engaged in making "Hands Across the Table," in which she has support from the mitts of Fred MacMurray and Raymond Milland, with Mitchell Leisen directing.

HATHAWAY'S NEXT

Henry Hathaway, who sprang from an assistant directorship to do "Now and Forever," then "The Lives of a Bengal Lancer" and now "Peter Ibbetson," has been given the important direction of "Queen of the Jungle" as his next assignment. Knowing how successful in our territories "King of the Jungle" was, we have every hope in the world, and every faith in Hathaway, to see the new picture come through as an admirable consort to that money-maker.

Paramount has handed out new contracts to Frances Drake, Rosalind Keith and Akim Tamiroff.

Charles Ruggles finally gets the third starring role in "Anything Goes." Bing Crosby and Ethel Merman have the other two.

Roland Young and William Collier, Sr., are with Claudette Colbert and Fred MacMurray in "The Bride Comes Home."



HAROLD SAYS IT'S "HIS FUNNIEST"

Herewith a scene from Harold Lloyd's new Paramount picture, "The Milky Way." The comedian is positively exultant about this picture, claiming it to be the funniest of his career. (Incidentally, it is being directed by Leo McCarey, who made "Ruggles of Red Gap.") He is shown here with Adolphe Menjou, William Gargan (prone) and Lionel Stander.

Eddie Duchin, one of America's most tuneful band leaders, appears with his orchestra in "Coronado."

Arthur Hornblow's next production will be "Recreation Car," by Clarence Buddington Kelland, to be filmed under the title of "Florida Special." Hornblow will follow this with "The Old Maid."

Paramount has given new con-

tracts to Roscoe Karns and Gail Patrick.

Adolphe Menjou and Jean Arthur will have the leads in Charles R. Rogers' production of "Easy Living." Extra happiness note is the fact that Patsy Kelly (our tip for the leading female comic of the near future), will have the film's comedy highspot.

WHEN JAN KIEPURA CAME TO NEW YORK



Jan Kiepura tells his plans to Mr. Hicks (left), and repeats them when George Weltner (right) joins the group. In the center is Jan surrounded by some of the throng of admirers at the pier.

One of the most important steps ever taken by our Department of Production was the signing of Jan Kiepura, whose resulting pictures should be tremendously successful in all lands. Kiepura arrived in New York, September 9th, and was met by an enthusiastic throng of admirers at the pier. Two days later he was given a phenomenally suc-

cessful reception at the Waldorf-Astoria Hotel, with scores of members of all branches of the press present. Here he entertained the visitors with several songs, magnificently delivered. Then he left for Hollywood, but not before paying a visit to Home Office Foreign Department, where he expressed himself as being delighted at working for Paramount.



MEXICO CITY OFFICE "HAS ITS FACE LIFTED"

In our series of office photos, we now have the pleasure of presenting the newly renovated Mexico City office. Take particular notice how the thorough display of our trademark makes it a true Paramount office. A. L. Pratchett, General Manager of Mexico and Cuba is shown at his desk in the center photo. The other photos are: (top left) Asst. Manager J. Grovas; (top center) The office staff in the screening room: (l. to r.) G. Saenz, salesman; E. Molina, asst. accountant; R. Vega, accountant; J. Grovas, asst. mgr.; V. de los Cobos, cashier; E. Rowland, mgr.'s secretary; A. L. Pratchett; A. Villanueva, asst. mgr.'s secretary; A. Vega, asst. accountant; Robert Graham; A. Pescador, chief booker; A. Molina, asst. booker; A. Penafiel, utility; Juan Fernandez, asst. booker; (top right) Accounting department.

(Center left) Main entrance lobby showing booking department; (center right) Reception room. Miss Elva Rowland, manager's secretary at the desk. (bottom left) Booking and sales departments. (bottom center) Film Inspectors and the Shipping force. (back row) J. Mendoza, A. Munoz, B. Rivera, A. Gonzalez, G. Mangin, G. Mascassua, F. Ledsua, C. Escarlante, (front row) C. Perez, P. Garria, J. Bustamante. (Bottom left) General view from the entrance lobby showing the cashier and accounting departments.

LAS NOTICIAS DEL DÍA

—Deseamos de todas veras que el folletín *The Honour of the Legion* resulte del agrado de nuestros lectores. El autor de esta serie, para el cual resulta entretenidísimo escribir, se niega a anticipar nada acerca del desenlace, pues dice que sólo dentro de cinco meses ha de saberse cuál sea.

—Nos complace publicar en otra página la información gráfica relativa a la visita del señor Jan Kiepura al despacho del señor Hicks, jefe de la Legión Extranjera. El ilustre visitante, que llegó a Nueva York el 9 de septiembre, de paso para Hollywood, conversó durante una hora larga con el señor Hicks. Nota saliente de la entrevista fué la declaración hecha por el tenor insigne de que las películas que filme para la Paramount, y en la primera de las cuales titulada *Give Us This Night* trabaja ya en Hollywood, serán las mejores de todas las suyas.

—Oportuno nos parece recordar en esta ocasión que Gladys Swarthout, la eminente diva de la Metropolitan Opera de Nueva York, interpreta el primer papel femenino en la película de Kiepura. La señorita Swarthout, que hizo una breve visita a Nueva York después de haber filmado *La Rosa del Rancho*, se halla en la actualidad en Hollywood.

—Henry Hathaway, el director de *Ahora y Siempre*, *Tres Lanceros de Bengala* y *Peter Ibbetson*, llevará a la pantalla *Queen of the Jungle*, producción que esperamos fundadamente haya de superar a *The King of the Jungle*.

—Hace ya más de un mes que se ha dado comienzo a la filmación de *Deseo*, la nueva película de Marlene Dietrich. El director es Frank Borzage, a quien debemos, entre otras grandes producciones, *Adiós a las armas*. El primer actor, según hemos informado en ocasión anterior, será Gary Cooper.

—*Cazadores de estrellas* (*The Big Broadcast of 1936*) ha alcanzado

éxito fenomenal en el Paramount Theatre de Nueva York. La edición especial que se prepara para la distribución internacional contendrá muchos números extraordinarios, que serán de lo más notable que se ha visto en un film.

—Noticia de interés para aquellos países en los cuales se celebra la Semana Paramount será sin duda la de que los rendimientos logrados en Australia durante la primera semana de septiembre equivalen casi a los de un mes entero de buen negocio. Innecesario parece agregar que tal resultado influirá poderosamente en el de nuestra Campaña de Gloria, cuya terminación celebraremos en la segunda mitad del año de 1936.

—¡Gran noticia es la que trae el cablegrama de la División Escandinava que publicamos en otro lugar! Los Vikingos parecen resueltos a ganar la delantera este año; y puede apostarse doble contra sencillo a que la posición que ocupan en la actualidad es sólo de descanso y preparación

(Continued on Page 11)

Recently a letter was sent from Hollywood to many of our office, telling of the great plans in hand for Charles Boyer. Walter Wanger, who has Mr. Boyer under personal contract, and who has already presented him in two Paramount releases, was the writer of the letter, in which he acclaimed the actor from France as "a personality who will prove to be one of the greatest attractions developed in show business in recent years." We present herewith a New York City newspaper article in which it would seem that Mr. Wanger's claims are not without foundation.

BOYER FILLS VOID CREATED BY CHEVALIER

HOLLYWOOD, August 20.—Although Maurice Chevalier recently stated that he definitely had forsaken Hollywood and the movies for his first love, Paris music halls, France still will be ably represented in the film capital. And feminine screen fans in this country, who particularly enjoy going into rapture over French heroes, have nothing to worry about.

They can turn their allegiance to Charles Boyer, a comparatively new-comer to the American screen, but a star of the European stage and screen for the last fifteen years.

Of course, Boyer won't have the same appeal Chevalier did. Maurice soared to success because of his charming gaiety and sparkling singing. Charles takes the opposite tack and specializes in soulful suffering.

But that, too, must be satisfying to feminine emotions, as the actor suddenly has found himself the center of more adulation than he ever dreamed could exist for one man.

Right now several of filmdom's male stars are trying to figure out just what it is Boyer has that makes him so attractive, not only to thousands of feminine fans, but to their own leading ladies. Yes, Hollywood itself has gone quite mad over this French actor.

If she only would talk, Pat Pateron, blond British actress, probably could most aptly describe the reason for his appeal. You see, it took Charles only three weeks from the moment they first met to convince Pat she should become Mrs. Boyer.

A fellow who can work that fast must have something. However, his actress-wife prefers not to sing his praises for public consumption.

TRIUMPHS OF GARDEL PICTURES CONTINUE

Every day brings new word from some section of the Spanish-speaking world telling of the tremendous success of Paramount's Gardel productions.

There was, for instance, the letter from Mr. J. P. Donohue of Porto Rico which said, in part:—"We are having a wonderful month here; the biggest month we have had in two years, due to the Carlos Gardel picture, 'El Dia Que Me Quieras'."

Then there was a colossal (we use the word advisedly) scrapbook of Gardel publicity which John B. Nathan sent us from Buenos Aires, and which Argentina's Paramount Managing Director proffered as testimony to the affection in which the great Gaucho star was held by his countrymen.

PERSONALITIES

Charles Campbell, the production department's legal representative in Continental Europe, returned to Paris, September 11th after a business trip to New York and Hollywood.

Lou Poliness, accountant in the Melbourne, Australia, office passed the eigars around on August 4th. Reason: a baby boy. Mother, father and son all doing well.

ITALIAN STAFF ADDITIONS

New members of our Florence (Italy) office include Ginlio Felli, manager; Ciannella Rocco, Antonio Fantini, Italo Ocasione and Saetano Dal Maschio, accountants; Arturo Comerio, salesman; Luigi Buschiazzo, stock-keeper; and Luigi Piano and Angelo Giupfrida, office boys.

Mario Palladini has been appointed manager of the sub-branch at Genoa.

We certainly extend a hearty welcome to all these new Paramounters.

CHANGE OF ADDRESS

The address of the Paramount office in Helsingfors, Finland, has been changed. The new address is: OY Paramount Films A.B., Hogbergsgatan 47, HELSINGFORS, Finland.



HAROLD AND THE KIDS

Harold Lloyd takes a day off from "The Milky Way" to entertain his own youngsters and some of their friends on a raft in the bespectacled comedian's pool at the Beverley Hills mansion.

JAN AND JACQUES

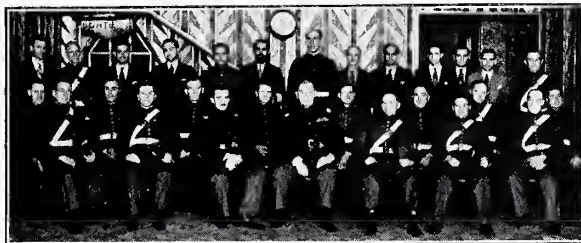


Gladys Swarthout as leading woman.

Jan Kiepura, famous international tenor, photographed with Jacques Plunkett (left), director of publicity for our French organization. The photo was taken at the boat train in Paris when the great singer left Europe for Hollywood, where he is now hard at work on his first Paramount production, "Give Us This Night," with

PERSONAL ITEMS

NEW YORK'S 7TH REG. BAND VISITS LE PARAMOUNT



Paramount's Paris Show Place is host to this visiting American band. Theatre Manager Rene Lebreton is in the back row, fourth from left.

LONDON HAILS "THE CRUSADES"

PREMIERE MAKES FILM HISTORY

The London premiere of Cecil B. DeMille's THE CRUSADES was one of the most impressive events that the British film industry has known.

A great teaser campaign which covered countless publicity angles, from the largest poster in London, to thousands of throw-aways, and included big newspaper space and men in armour at various vantage points all over the Metropolis, had left London eagerly awaiting this great first night.

Indeed, Earl St. John, Director of Theatres, and his staff had excelled themselves in showmanship.

The front of the theatre, an impressive display that included a great oil painting 35' 4" by 13' 4", of which John Armstrong, Advertising Director, is rightly proud, attracted huge crowds hours before the opening. Then on the day of the premiere the newspapers broke the story that Cecil B. DeMille and Henry Wilcoxon were to talk to the first night audience by transatlantic 'phone from New York. This brought excitement to fever heat among exhibitors and the general public.

Early arrivals included many people famous in Politics, Literature, Art, Stage and Screen and an army of autograph hunters fought for autographs as the distinguished guests arrived.

All our British executives were, of course, present, including Mr. J. C. Graham, Managing Director, Mr. Montague Goldman, General Sales Manager and Mr. Harold Walker, Assistant Sales Manager.

District and Branch Managers from all parts of the country attended the premiere, one of the moves in the terrific sales drive that, of course, included Head Office conferences.

The reception of Mr. DeMille's

and Mr. Wilcoxon's speeches was perfect—and here let London acknowledge New York's ready co-operation.

Mr. DeMille's speech, in which he thanked British exhibitors for the support they have accorded his previous productions was a masterly summary of the story behind the picture and was loudly applauded.

The audience was specially enthusiastic about his personally greeting C. Aubrey Smith, who was present and who at the end of the show made an apt little speech that was warmly received.

Henry Wilcoxon's talk was also a great success and his pause to address a few words to his mother, father and brother in the theatre struck a sentimental note that stirred all hearts.

As a matter of fact, it was the first occasion on which a producer and star have been heard by transatlantic 'phone at the London premiere of their picture and, therefore, naturally aroused considerable interest not only in London but throughout the country.

You all know the magnitude, beauty and drama of the production itself so that it is hardly necessary to say that this great London first

BLUE RIBBON CONVENTION A WHOOPING SUCCESS

First word in from the Australian convention, held in Melbourne, September 4th, 5th and 6th, was in the form of the following cable which Managing Director John E. Kennebeck sent to Mr. Hicks:—

MY DIVISION IN ENTHUSIASTIC CONVENTION JUST ENDED PLEDGE NEW RECORDS IN HONOR DRIVE. WE ALSO DEDICATE OURSELVES TO MAKE NEXT YEAR'S SILVER JUBILEE GRAND TRIBUTE TO ZUKOR OTTERSON SCHAEFER AND YOU. WE ACCEPT ALL WORLD CHALLENGES AND SEND REGARDS.

The reference to a Silver Jubilee is in view of the fact that 1936 will mark the 25th anniversary of Mr. Zukor's famous success with "Queen Elizabeth," the actual commencement of Paramount.

The reference to challenges is in view of the fact that several Paramounters throughout the world sent challenges to the Blue Ribbon Bunch on the occasion of this convention.

We will give you further details of the convention in due course.

night audience was profoundly impressed by THE CRUSADES.

Advance bookings already show that the Carlton Theatre is to see another record-breaking run—and that's saying a lot because it has an unrivalled history of big business.



MEXICAN POLICE CHIEFS VISIT HOLLYWOOD

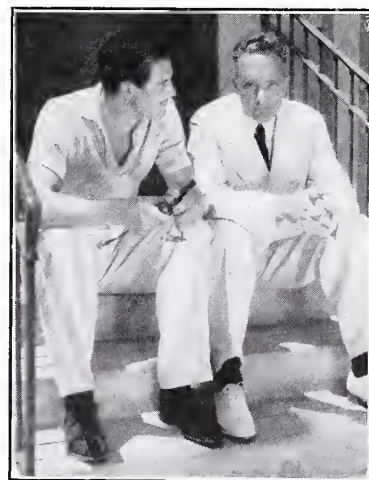
Carl Brisson and Rosito Moreno, shown in the front row, acted as hosts to a detachment of Mexican police chiefs who visited the Paramount Studio recently. Aviation, motorcycle and civil police representatives were included in the ranks of the visitors.

AERO-NAUTICAL NOTE FROM GENE SCHOSBERG

One of the most consistently corresponding of our tropical globe-trotters is Eugene Schosberg, assistant manager of the Cristobal, Canal Zone, office. He has lately been doing most of his voyaging by air, and in pursuance of his interest in our education he has forwarded a note concerning the ceremony which takes place when an aeroplane crosses the Equator.

"You might be interested in knowing," says he, "that after the style of steamers, the Pan American Airways now gives out certificates to passengers flying over the Equator, similar to the Neptune credentials presented by the steamship lines. One is called 'Condor' after that; and instead of a dousing in sea water, the planes just hit several airpockets at the crucial moment instead."

REVISITING NEW ZEALAND



But only in the imagination. Admiral Byrd (right) with Colin Tapley, New Zealand's fine contribution to the Paramount featured player ranks. Colin's parents were of inestimable assistance to the Antarctic explorer during both of his trips to the South Polar continent. Byrd has just finished editing his new Paramount picture, "Little America."



FINE LEMBERG STUNT

This very effective street ballyhoo for "Serce Indjanki — The Heart of an Indian Woman" ("Behold My Wife") was engineered by the manager of the Kopernik Theatre in Lemberg, Poland. We are filled with praise for publicity initiative of this type.

In reporting this stunt to us, Mr. Czaban told of another incident indicative of the publicity power of Paramount. He had just received the following letter from the manager of the Polonja Theatre in Przemysl:

"I am about to edit a monthly paper for my theatre. I will call the paper 'Doradca Filmowy' (The name of Paramount's publication. ED). It will contain mainly Paramount news since my theatre plays Paramount pictures almost exclusively. I will appreciate your loaning me the following cliches. (Followed a list of cuts). The paper I think will be very good publicity for Paramount in all theatres of nearby towns, as I will print 5,000 copies and circulate them to all of my neighbors."

Mr. Czaban was only too happy to comply with the request.

DER PARAMOUNT VERTRETER



Illustrated here is one of a trio of highly informative heralds prepared by District Manager A. Lichtscheidl in Vienna for distribution to all of the exhibitors of Austria. One of the other two demonstrated the appeal of Paramount pictures for audiences com-

PUNCHY AUSTRIAN AD.

Illustrated here is one of a trio of highly informative heralds prepared by District Manager A. Lichtscheidl in Vienna for distribution to all of the exhibitors of Austria. One of the other two demonstrated the appeal of Paramount pictures for audiences com-

(Continued in last column)

EXPLOITATION

EXPLOITATION BRIEFS

New York received and read with much interest a large campaign book on "All the King's Horses" which Argentina's publicity director, Guillermo Fox assembled.

Cuba's own Jasper D. Rapoport sent us a batch of small drink recipe books issued by Havana's famous Sloppy Joe, and containing a Paramount recipe which must be a knockout. A swell stunt.

General Manager Charles B. Ballance gave Noel Coward's "The Scoundrel" an excellent advertising send-off in Calcutta, feeling that the very British appeal of the star would be bound to find a responsive chord in the local picturegoers.

New York produced a memorable Spanish press book for "The Crusades," the word being jointly conceived and executed by Charles Gartner and Paul Ackerman of the Home Office publicity department.

A recent issue of Australia's Paramount Sales Punch has very complimentary things to say about ad salesmen W. Smeaton (Auckland), Henry Quincey (Brisbane), Don Broadley (Perth) and Jeff Sabine

"RUGGLES OF RED GAP" HONORED WITH UNPRECEDENTED GERMAN REVIEW

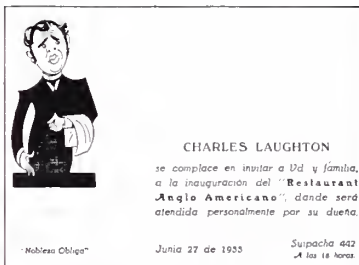
Gus Schaefer sent us from Berlin twelve copies of the July 27th issue of "Berliner Film-Kurier," calling our attention to the fact that "Ruggles of Red Gap" reviews monopolized practically all of Pages Two and Three. Mr. Schaefer said: "I think that this is perhaps the best criticism of any picture that has ever appeared in any of the German trade papers."

We naturally gave the copies wide circulation, sending them to all interested executives, and also the most important stars of the picture.

(Adelaide). It seems that they were very good adsalesmen, and are keeping up the good work.

One phase of Australia's Paramount Week Campaign that we did not tell you about last month was the issuance of a four-page newspaper entitled "The Paramount Week Sales News," with half of the final page left blank for the exhibitor's own imprinted message. A very effective stunt.

This display, reported to us by Managing Director Benito del Villar of Chile, was at the entrance to the Santiago Theatre, Santiago, and was on behalf of "Lives of a Bengal Lancer." The picture played both the Santiago and Real Theatres simultaneously.



CHARLES LAUGHTON

se complace en invitar a Ud. y familia, a la inauguración del "Restaurant Anglo Americano", donde será atendida personalmente por su dueña.

"Noblesse Oblige"

Junio 27 de 1935

Supacha 442
A las 18 horas

One of the neatest pieces of publicity we have seen in a long while is the above giveaway announcement of the opening of "Ruggles of Red Gap" at the Snipacha Cinema, Buenos Aires, last June. A bouquet for those responsible for the idea.

TELLING THE TRAVELLERS IN SUNNY ITALY

Italy's roads are among the world's best, and have endured two thousand years. Many travellers pass along them, and Paramount's Italian organization is wise in knowing this, and capitalizing on it. Here, as a result, are some special signs erected in behalf of "The Lives of a Bengal Lancer" and "The Devil Is A Woman." Managing Director Americo Aboaf did set a checker to count the passing cars, but



ANOTHER POSTMARK

Last month we illustrated a very effective Paramount cancellation postmark from Budapest. Now comes one from Rio de Janeiro, consisting of a Paramount Trade Mark framed with the motto: "A Mascotte do Exhibidor," which to our way of thinking translates into "The Exhibitor's Good Luck Charm." Well, who can go Hungary and Brazil one better?

The Wintergarden Theatre in Brisbane, Australia, used the "mounted lancers" stunt in the city streets to great effect during the local season of "Lives of a Bengal Lancer." The pseudo soldiers also called on horseback at local schools and distributed heralds, to the great joy of the youngsters.

prising all members of the family; the third was a special resumé of the mighty Paramount pictures to have release during the next four months. All three of them appeared to us to be remarkably expressive messages.



FLORENCE ANNOUNCES

It is with much pleasure that we add this new chapter to the fine series of office announcements of coming product which our Italian organization has introduced. Each of Mr. Aboaf's exchanges seems to be outdoing one another in the brilliance of their displays. The one shown above is the colorful display on view in the Florence office.



GENEVA. Significant indeed is this presentation of "The Lives of a Bengal Lancer" at Geneva, the home of the League of Nations. Our advice is to the effect that the film had a popular and successful run.



HET VOORNAAMSTE NIEUWS VAN DEN DAG

Wij hopen van ganscher harte, dat U ingenomen bent met onze nieuwe serie artikelen "De Eer van het Legioen". Onze schrijver heeft er zelf reuze plezier in, doch weigert hardnekkig te vertellen hoe het afloopt. Hij zegt, dat het spannende slot pas over 5 maanden bekend gemaakt zal worden.

Elders in dit nummer hebben wij het genoegen een foto op te nemen van Jan Kiepura met den Heer Hicks, gefotografeerd in het kantoor van den leider der buitenlandsche afdeling. De Heer Kiepura, die 9 Sept. jl. in New York arriveerde, was meer dan een uur in conferentie met den Heer Hicks. De clou van hun onderhoud was, dat Kiepura hem zijn volle medewerking beloofde om schlagers te maken van zijn Paramount films. De tenor vertoefte thans in Hollywood, alwaar men reeds is begonnen aan Kiepura's eerste film "Give Us This Night."

Het doet ons buitengewoon genoegen U voorts te kunnen berichten, dat de eminente sopraan van de Metropolitan Opera, Gladys Swarthout, de vrouwelijke hoofdrol heeft in Kiepura's eerste film. Miss Swarthout was onlangs in New York, na de voltooiing van haar eerste succesfilm "Rose of the Rancho," doch is sedertdien weder naar Hollywood vertrokken.

Henry Hathaway, de regisseur van "Now and Forever," "The Lives of a Bengal Lancer" en "Peter Ibbetson," heeft in productie genomen "Queen of the Jungle," welke film, naar wij hopen, zelfs de "Lancers" zal overschaduwen.

Er is reeds meer dan een maand gefilmd aan de nieuwe Marlene Dietrich productie, "Desire." Frank Borzage, die o.a. "Farewell to Arms" vervaardigde, is belast met de regie. Miss Dietrich speelt in deze rolprent samen met Gary Cooper.

"The Big Broadcast of 1936" heeft phenomenaar succes in het Paramount Theater, in New York. De film is speciaal gemonteerd voor buitenlandsche distributie met zorgvuldig gekozen attracties en muzikale nummers.

Voor de kantoren, die voornemens zijn een "Paramount week" te houden, deelen wij mede, dat de Australische divisie, wier Paramount week gehouden werd in begin September, in die eene week meer zaken deed dan in een geheele maand. Zulke resultaten beïnvloeden natuurlijk "De Eere Demonstratie" die in het laatste halve jaar van 1936 gevierd zal worden.

Hebt U net opwindende telegram gezien, elders in dit nummer gereproduceerd, van de Scandinavische divisie? De Vikings schijnen er alles op te zetten, dit jaar op te klimmen, ofschoon het vrijwel ondoenlijk schijnt, de Argentiniërs uit de eerste plaats te lokken. Vraag het maar eens aan den Heer John B. Nathan, van de Argentijnsche divisie.

MISS SWARTHOUT LUNCHES WITH BRAZILIAN AMBASSADOR



This important event took place in the restaurant of the Paramount Studio recently. The Paramount opera star is shown with Dr. Osvaldo Aranha, Ambassador from Brazil (right) and Mr. Henry Herzbrun, Vice-President in charge of Production.

NOTIZIE D'ATTUALITA'

Siamo sicuri che vi piacerà la nuova Serie "L'Onore della Legioni" (The Honor of the Legion). Il nostro autore si sta divertendo un mondo nello scriverla, ma finora ha rifiutato di rivelare l'emozionante finale. Egli dice che non lo farà noto a nessuno per altri cinque mesi ancora.

In un'altra pagina abbiamo il piacere di mostrarvi fotografie di Jean Kiepura, prese mentre egli stava con Mr. Hicks nell'ufficio del Capo della Legione Straniera. Mr. Kiepura, che arrivò a New York il nove settembre, trascorse più di un'ora con Mr. Hicks. E la parte principale della conversazione riguardò la calorosa promessa del grande tenore che egli darà alla Paramount le più belle cinematografie della sua carriera. Egli si trova ora in Hollywood, dove è già stato cominciato il lavoro per la sua prima cinematografia "Dateci questa notte" (Give Us This Night).

Ora vogliamo mettere in rilievo che l'eminente stella della Metropolitan Opera House, Gladys Swarthout, è la principale interprete femminile nella cinematografia di Kiepura. Ella visitò recentemente New York dopo avere completato "Rosa del Rancho" (Rose of The Rancho); ed ha poi fatto ritorno a Hollywood.

Henry Hathaway, che diresse "Ora e Sempre" (Now and Forever), "Le Vite di un Lanciere del Bengala" (The Lives of a Bengal Lancer), e "Peter Ibbetson" produrrà ora "Regina della Jungle" (The Queen of the Jungle), che noi siamo sicuri sorpasserà "Il Re della Jungle" (The King of the Jungle).

Da più di un mese si sta girando la nuova cinematografia di Marlene Dietrich "Desiderio" (Desire).

Frank Borzage la dirige e, come siete già stati informati, Gary Cooper assolve al principale ruolo maschile.

"La Grande Radiotrasmissione del 1936" (The Big Broadcast of 1936) ha un fenomenale successo al Teatro Paramount di New York. La cinematografia viene preparata in modo speciale per la distribuzione in tutti i Paesi del mondo e conterrà molti dei più bei numeri che siano mai stati compresi in un film.

I Paesi, che sono interessati alla celebrazione annuale della Settimana della Paramount dovrebbero apprendere con interesse che l'Australia fece nella prima settimana di settembre affari quasi uguali alla media di un buon mese. Tale successo conterà naturalmente nella nostra "Manifestazione d'Onore" e nella celebrazione che avrà luogo nella seconda metà del 1936.

È molto importante il cablogramma della Divisione Scandinava, che riproduciamo in questo numero. I Vichinghi si sono impegnati a fondo per battere ogni record quest'anno a voi potete essere sicuri che la presente loro classifica è temporanea e sarà al più presto cambiata.

Nello stesso tempo, secondo quanto leggiamo nel nostro giornale, sembra quasi impossibile che le altre divisioni riusciranno a strappare il primato all'Argentina. Ciò è, almeno, quanto apprendiamo da John B. Nathan, capo dei Gauchos.

(Continued from Page 8)
para un nuevo avance.

—De estar a los informes recibidos, imposible parece, por otra parte, que haya división alguna que pueda ganarle a la Argentina. Esto, cuando menos, es lo que asegura John B. Nathan, quien, como buen gaucho y jefe de los gauchos que es, suele probar siempre lo que dice.

DIE HAUPTNEUIGKEITEN DES TAGES

Wir hoffen, dass Sie an unserem neuen Serial, "The Honor of the Legion," Gefallen finden. Unser Author hat sehr viel Spass an dieser Arbeit und hat sich bis jetzt standhaft geweigert, den Schluss dieses Serials bekannt zu geben. Er sagt, für die nächsten 5 Monate will er es noch verheimlichen.

Auf einer anderen Seite haben wir das Vergnügen, Ihnen Bilder von Jan Kiepura und Herrn Hicks in dem Foreign Legion Leader's Kontor, zeigen zu können. Herr Kiepura, welcher am 9. Sept. in New York eintraf, verbrachte über eine Stunde mit Herrn Hicks und es verdient bemerkt zu werden, dass Herr Kiepura uns die Versicherung gab, Paramount die besten Filme zu geben, die er je gemacht hat. Herr Kiepura ist bereits in Hollywood und die Arbeiten für seinen ersten Film "Give Us This Night" haben schon begonnen.

Wir halten es für wichtig, Ihnen mitzuteilen, dass der Metropolitan Opera Star, Gladys Swarthout, Kiepura führende Frauenrolle spielen wird. Miss Swarthout war kürzlich nach der Vollendung von "Rose of the Rancho" in New York, ist seitdem aber schon wieder zurück nach Hollywood.

Henry Hathaway, welcher "Now and Forever," "The Lives of a Bengal Lancer," und "Peter Ibbetson," dirigierte, hat als nächstes "Queen of the Jungles" und wir hoffen, dieser Film wird "The King of the Jungles" übertreffen.

Seit über einem Monat wird bereits an dem neuen Marlene Dietrich Film, "Desire" gearbeitet. Frank Borzage, welcher "Farewell to Arms" dirigierte, hat auch in diesem Film die Regie. Wie Sie bereits wissen, hat Gary Cooper in diesem Film die führende Männerrolle.

"The Big Broadcast of 1936" hat einen riesigen Erfolg in dem Paramount Theater in New York. Der Film erfährt jetzt eine besondere Verarbeitung, für ausländische Verleihung und enthält einige der besten Spezialnummern, die je gezeigt wurden.

Diejenigen Länder, welche an der Abhaltung der jährlichen Paramount Woche interessiert sind, finden es vielleicht interessant zu hören, dass Australien in der ersten Woche im Sept. fast soviel Geschäfte machte, wie sonst in einem guten Monat. Solche Leistung wird natürlich schwer ins Gewicht fallen für unsere "Manifestation of Honor" Feier in 1936.

Die Kabelnachricht von den Skandinavien, die wir in dieser Ausgabe wiedergeben, ist wirklich grossartig. Die Vikerer sind sicherlich darauf aus, in diesem Jahre Rekorde zu brechen, und wir glauben, dass ihr momentaner Stand nicht nur temporär sein wird.

Gleichzeitig scheint es unmöglich zu sein, Argentinien die Führung zu nehmen, das ist wenigstens was wir von dem Gaucholeiter John B. Nathan hören.



This very excellent Paramount display was recently effected in Marseilles as a tie-up with the Odeon and Rex Theatres of that city, which show Paramount Pictures preponderantly.

"CLEOPATRA" IN SIAM

Further advices from Singapore Manager Paul Verdayne tell us of the continued success of Cecil B. DeMille's Paramount production, "Cleopatra" in Siam. The picture was given an initial lavish presentation by the management of the United Cinema Company, and in every detail their campaign was of the highest order. We have sent on to the Studio, for Mr. DeMille's interest, a flashlight photo of the tremendous crowd which assembled for the opening night, and also samples of the excellent publicity.

MESSERI CABLES ABOUT GARDEL FILMS

Elsewhere in this issue we have a story about the continued success of the films starring Carlos Gardel. Most of South and Central America are represented in the story, and now comes a flash cable from Chief Matador Messeri concerning Spain. He says:

NEW SEASON STARTS OCTOBER. GARDEL FILMS SELLING TOP. EXPECT BIG RESULTS.

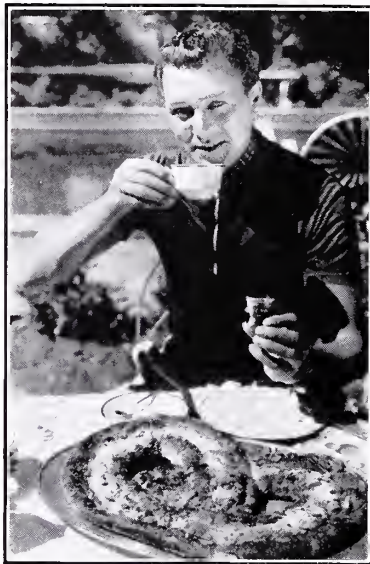
You know very well what that means so far as the position of Spain-Portugal is concerned. The next thing you know we'll be having Mr. P. I. Corp devoting a chapter of his serial to Don Moe.

**CLOSING THE DEAL**

Here's photographic evidence of the fine sales coup engineered in Paris by Administrateur Delegeue Henri Klarsfeld, and reported on Page Eight of last month's Paramount International News. Henri is at the right, and seated with him is Leon Siritzky, head of a far-flung chain of French theatres.

**DIGNIFIED ANNOUNCEMENT**

We particularly commend the dignity of this front-of-theatre display for Cecil B. DeMille's production, "Cleopatra," at the Flora Theatre, Malines, Belgium.

**3 FROM BRISSON**

The studio assures us that within the next six months we will have three pictures starring Carl Brisson. The first of these, "Ship Cafe," is already completed, and Carl has had to cancel plans for a musical comedy in New York City in order to immediately commence work on his second picture, "Stormy Spring," in which he will have Helen Jepson for leading woman. The third picture will be in work shortly after the commencement of the new year.

In each of the three pictures Carl will sing at least four songs.

He is shown here getting into trim for the job by launching an attack on an inviting feast of Danish pastry and smorgasbord.

**MIGHTY PARIS PHOTO**

When the 1935 Convention was held in New York you will recall that one of the decoration highspots was a mighty photographic reproduction of the photo of the Paris Convention, which had been held a couple of months previously. After the New York Convention ended, the photo was shipped to Paris, where it now adorns the only available space in Continental Europe headquarters. As you will note, the photo even had to be trimmed to fit the space, losing several feet at top and bottom.

WILCOXON'S "APPEARANCE"

Henry Wilcoxon made a "personal" at the Carlton after THE CRUSADES had been screened on Monday last Sept. 9th.

He was very enthusiastically received and the audience listened with rapt attention to his behind-the-scenes stories of the production. He was mobbed by autograph hunters as he left the theatre.

DAGENS VIKTIGASTE NYHETER.

Vi hoppas verkligen, att ni alla tycka om vår nya följetång, "The Honour of the Legion." Mannen, som skriver den, har stort nöje av att arbeta på den, men han nekar allt fortfarande att låta någon veta slutet. Han överbevisar oss om, att han inte kommer att låta en enda varelse veta slutet förrän om fem månader.

På en annan sida ha vi det stora nöjet att visa eder fotografier av Jan Kiepura tillsammans med Mr. Hicks i vår utländska avdelnings kontor. Mr. Kiepura, som anlände till New York den nionde september tillbringade en angenäm timma med Mr. Hicks. Det viktigaste av samtalen emellan var, att den store tenoren försäkrade, att han ämnar giva Paramount den bästa film han någonsin gjort. Han är nu i Hollywood och har allaredan börjat filma i "Give Us This Night."

Vi måste nu också omtala för eder, att den välkända primadonnan från Metropolitan Opera, Gladys Swarthout, spelar älskarinnerollen mot honom. Hon var nyligen på en visit till New York, efter avslutningen av inspelningen av "Rose of the Rancho," men har nu återvänt till Hollywood.

Henry Hathaway, som iscensatte "Now and Forever," "The Lives of a Bengal Lancer" och "Peter Ibbetson," skall nu iscensätta "Queen of the Jungle," en film vi hoppas kommer att överglänsa "The King of the Jungle."

Marlene Dietrichfilmen, "Desire," har varit under inspelning för över en månad. Frank Borzage, som gjorde "Farewell to Arms," iscensätter även denna film. Och ni alla veta allaredan, att Gary Cooper är Marlenes motspelare.

"The Big Broadcast of 1936" spelar för fulla hus på Paramountteatern i New York. Filmen reviseras speciellt för den utländska marknaden och kommer att visa en del specialsaker, kanske de finaste, som någonsin insatts i en film.

De land, som äro särskildt intresserade av festligheterna under den årliga Paramountveckan, komma att vara intresserade av nyheten, att Australien gjorde större affärer under första veckan av september, än de vanligen göra under en hel månads tid. Ett sådant storartat resultat kommer naturligtvis att väga tungt under våra "Manifestation of Honor" festligheter under sista delen av år 1936.

Vi ha en glädjande underrättelse från vår skandinaviska division, och vi delgiva denna nyhet i detta häfte. Vikingarna försöka verkligen att sätta rekord detta år, och ni alla kunna vara övertygade om, att deras plats kommer att förbättras.

På samma gång tycks det nästan omöjligt att slå den argentinska divisionen ur brädet, att dömma av, vad vi läsa i tidningarna. Atmestone nästär Gaucholedaren, Mr. John B. Nathan, det.

"LITTLE AMERICA"

A full account of the film record of Byrd's Second Antarctic Expedition will be in next month's issue.

**NEW CINE AT BAHIA**

This is the new Cinema Alliance at Bahia, Brazil, which opened recently. It is a thoroughly modern house in every respect and will show a great many Paramount pictures. The opening attraction was Marlene Dietrich in "Song of Songs."



Throng of theatre executives as guests at the opening of the Cinema Alliance. Indicated by the arrow is Jose Araujo, at one time manager of the Paramount office at Bahia. This office has since been closed, but Sr. Araujo is still active in the film business.

**HOLLYWOOD WELCOME**

Here's another chapter in Jan Kiepura's progress as a Paramount star. He is shown here being given a typical Hollywood welcome by a bevy of Sunkist Beauties, many of whom were unable to squeeze into the picture. Jan's panama hat is likewise a Hollywood touch. As this magazine leaves New York, Jan is already at work on "Give Us This Night." We have read the script of the picture and are delighted at the magnificent opportunities it gives Jan to sing.



VOL. 2 No. 11
NOVEMBER FIRST, 1935

Our Manifestation of Honor

BRAVO GAUCHO

LA DIVISION DES GAUCHOS

LA DIVISIONE GAUCHO!

VIVA LA TROPA DOS GAUCHOS!

THE NEW INTERNATIONAL LANGUAGE



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry.

Edited by Albert Deane.

Vol. 2 November, 1935 No. 11

LOOKING THINGS OVER

This is the final piece of copy being written for this issue of Paramount International News. We purposely left it for the last, retaining the space until we could see proof on all the other pages.

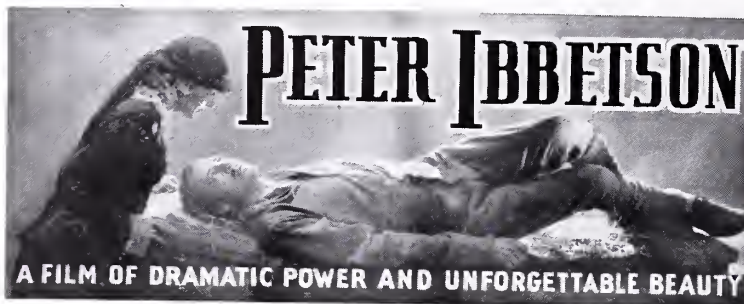
We are very glad that we did this: it gives us the privilege of viewing the issue in retrospect before it advances beyond all hope of alteration or amendment into the maws of the printing press.

And so we see that our Manifestation of Honor is in many ways registering new high marks of achievement: it is provoking a spirit of competition and contest notches above anything ever witnessed before. It has produced a leader in the ranks who has maintained his vanguard position from the very drop of the flag. He may even hold it to the end of the race, although mutterings from other lands of new achievements to come from there, predicate a possible change of leaders before long.

It is good, too, to look over the multiplicity of fine news in this issue regarding the current and coming Paramount product. By all means see what is said about "Hands Across The Table," the first of all Lubitsch-supervised productions from the purchase of the story to the final okaying of the negative. As a promise of things to come, that is a superb sample.

We believe that we have more personal news in this issue than in any issue in years: not that we are satisfied with the amount, for we would like much more indeed, but it is very satisfying to be able to say nice things about so many fine Paramounteers.

And now, November issue, off to the press with you. All the Paramount world awaits your coming. Go forth with a happy heart: you carry more good tidings than your forefathers have carried in a very long while indeed.



Paramount, too, can make pictures in which beauty joins with drama in the creation of a film whose fame will ring around the world.

Such a film is "Peter Ibbetson," wrought of the finer things which life has to offer, bedewed with a sentimental glory never before seen in the long history of glorious films, enriching the whole world with a love story more uplifting than any ever told on the screen, yet withal a picture whose most noteworthy appeal is the simplicity of its understanding.

"Peter Ibbetson" is the story of the deathless love that garlanded two lives. It is a deathless love because death itself cannot destroy it, nor cruel torture stay its benign sweetness. It is such a story that a world troubled today by hordes of seemingly inescapable torments, will turn to for relief and a realization of the fact that life really can have its beauties.

To "Peter Ibbetson" we offer thanks for the enrichment of the screen by two glorious performances—those of Gary Cooper and Ann Harding. As the lovers whom all eternity could not hold apart, they are, in a single word of our own deliberate choosing, sublime. Never before have either of them been so tearfully appealing, so sweepingly dramatic, so sure of themselves that they are no longer acting, but living.

Their associate characters in the magnificent story are delineated with consummate skill by Ida Lupino (who will gain wide acclaim with a difficult role), John Halliday, Colin Tapley and two darling youngsters, playing the juvenile Cooper and Harding parts, Dickie Moore and Virginia Weidler.

"Peter Ibbetson" will delight you. Henry Hathaway, of "Bengal Lancer" and "Now and Forever" fame, has directed with a sure hand, moulding his touch to the beauty of his canvas. Its photography will stamp it as the most beautiful piece of photographic work since the motion picture camera was invented.

In short, a supremely ennobling film, one that we all must, can and will feel extremely proud to give to the world.



"DESIRE," DIETRICH-COOPER INTERPRETATION

Here's a scene from a picture that is producing more raves in advance of completion than any film we can remember in a long while. The picture is "Desire," a Frank Borzage production, personally supervised by Ernst Lubitsch, and we hardly think that we have to remind you that the couple of stars shown above are none other than the Radiant Marlene Dietrich and the Gary Cooper that you once knew so well in "Morocco." If this picture does not live up to your expectations, we are prepared to eat every stick of type in the print shop producing this paper, and without salt and pepper, at that. You'll be seeing the film very soon now.

GRANDES NOTICIAS DE LA PARAMOUNT

—Todo lector de *Motion Picture Herald*, revista norteamericana de gremio, hará bien en repasar atenta mente la sección de reclamo del número del 19 de octubre, en la cual hallará un resumen muy interesante de las actividades de la Paramount en los teatros de ultramar.

—A través de la mesa ("Hands Across the Table"), nueva película con Carole Lombard y Fred MacMurray, es una de las comedias dramáticas más chistosas de la Paramount. Estamos seguros de que ustedes se rán de la misma opinión cuando la vean.

—A su regreso de Hollywood, donde pasó larga temporada, el señor Otterson, presidente de la Paramount, reunió a los jefes de la Oficina Central el 14 de octubre y les habló con gran entusiasmo de la espléndida organización con que contamos ahora en los estudios. También manifestó que había visto, aunque no terminadas todavía, "Peter Ibbetson" y "La Rosa del Rancho," películas que excederán a cuanto se espera de ellas.

—Jan Kiepura comenzó a filmar "Esta noche es nuestra" (Give Us This Night) el 14 de octubre. Las noticias que recibimos tocante a su trabajo y el de Gladys Swarthout nos dan la seguridad de que esta película, que quedará lista a principios del año entrante, será admirable.

—No dejen ustedes de reparar en el magnífico reclamo llevado a cabo por Tom Cochrane, embajador extraordinario de la Paramount en el Japón, con el concurso del campeón de lucha de aquel país. El reclamo, que aparece ilustrado en la página correspondiente de este número, es muestra de lo que puede lograrse cuando hay un poco de entusiasmo.

—Próximamente recibirán por allá una película corta cuyo título es "Un día de la vida de una estrella de ópera" ("A Day in the Life of an Opera Star"). Está dedicada a la brillante personalidad de Gladys Swarthout, y nos revela en toda su riqueza la espléndida voz de la gran cantante.

—Habrán notado ustedes que la División Gaucha, cuyo caudillo es John B. Nathan, lleva tres meses consecutivos de ocupar el primer puesto. Los jefes de las trece divisiones restantes no parecen tenerlas todas consigo. Y según se dice en los círculos oficiales, hay grandes probabilidades de que el señor Nathan se mantenga hasta el fin del concurso en el puesto que ha conquistado. De hacerlo así, lograría, entre otras cosas, sentar un precedente en la larga historia de los concursos de la Paramount.

¡BIEN POR LOS GAUCHOS!

FRANCO FORESTA SIGNED FOR PARAMOUNT MUSICALS

Franco Foresta, a young American singer who has been scoring very heavy successes in London musical plays the past couple of years, has been signed to a Paramount contract and reports in Hollywood early in 1936. Foresta is an American who had to go to Europe to be discovered by America, and we who have seen his comprehensive film test are extremely enthusiastic about his musical film possibilities.

THINGS THAT MAKE YOU FEEL VERY GOOD

More than 75 per cent of the entire footage of "Peter Ibbetson" has an interpretative musical background. The music is magnificent and certainly enhances the delicate beauty of the film.

When Jan Kiepura met the press in Hollywood he sang to them as he did in New York. Reporting the event, Lloyd Pantages, Los Angeles columnist, said: "He (Kiepura) turned out to be equally charming off screen as on and, what's more, when he sang three numbers, the house practically collapsed from applause. He's that good."

In reporting the Dietrich-Cooper picture "Desire" in his weekly communique to Mr. Hicks, Luigi Luraschi has been unable to conceal his fierce enthusiasm for this picture. He has watched it grow from day to day, and then from week to week, viewing every foot of the 'rushes,' and on October 12th he wrote Mr. Hicks as follows: "Superlatives are the only adjectives I can use in reporting on this picture. When it is completed the boys in the field will really have something to go to town about. It will be a picture which will be used as a yardstick with which to measure screen entertainment for years to come."

MAE "GETS HER MEN" FOR HER PICTURE

Mae West has assigned roles in her current Paramount story of torrid action in the frigid North, "Klondike Lou," to Wladimir Baikoff, husband of her sister, Beverley West, and to Marcel Ventura, Mae's attache.

Each will play his own nationality—Baikoff a Russian nobleman, and Ventura a Spanish count.

Others to join the blonde star's troupe today are Guy D'Ennery, Lawrence Grant and Huntley Gordon.



HER NEW BOSS

Walter Wanger's faith in Sylvia Sydney coincides with that of the majority of Paramount's Legionnaires. She is definitely a favorite throughout the world. So W. W. has placed her under an exclusive contract for the next four years, her first picture under this new pact being Wanger's current technicolor production, "The Trail of the Lonesome Pine." She has also just finished for this producer "Mary Burns, Fugitive," which is a Paramount picture and is shown above with her new boss at the party he gave to signalize that film's completion.

Important Paramount Quotations of the Month

"We will co-operate with you and give you all the necessary details and information regarding local colour here in the Argentine, so that you will have plenty of material for the third, fourth, fifth and sixth installments of 'The Honor of the Legion,' since we are certainly making sure that the entire action of the story is motivated by the leadership of Argentina."

—John B. Nathan (in a letter to the editor)

"There must be some way of catching that Nathan fellow!"

—(sgd.) Graham, Schaefer, Kennebeck, York, Ballance, Messeri, Aboaf, Day, del Villar, Cochrane, Sussman, Pratchett, Klarsfeld.

"The greatest possession of any great organization is Character. Paramount's greatest possession is Character."

—John E. Otterson

"A preview of 'Rose of the Rancho' more than substantiates our publicity department's claim that Gladys Swarthout's voice is 'The Voice of a Thousand Golden Tones'."

—Ernst Lubitsch

WANGER'S "TRAIL OF THE LONESOME PINE" FOR PARAMOUNT TO BE ALL-TECHNICOLOR FILM

The only other all-Technicolor production to be made in Hollywood during the year is Walter Wanger's Paramount production, "The Trail of the Lonesome Pine." For this picture the indefatigable Wanger has all of Technicolor's equipment tied up on the pine-laden slopes of Big Bear Mountain, where the unit will be situated for the next ten weeks. Following this, interiors will be made in Hollywood.

The cast of the picture is headed by Sylvia Sidney, Fred MacMurray, Henry Fonda and Fred Stone. The director is the very skillful Henry Hathaway who gave us "Bengal Lancer," "Peter Ibbetson" and "Now and Forever." If the lucky star is hovering over Big Bear Mountain—and Mr. Wanger has always been successful in handling stars in the past—then the odds are very considerably in our favor that we will get a great production.

"THE CRUSADES" CRUSADING IN GRAND STYLE FOR THE VIKING DIVISION

Having conquered Sweden, Cecil B. DeMille's production of "The Crusades" has swept down on Copenhagen with a magnificent swoop, and has captured the city "until Christmas at least," according to word contained in a cable sent Mr. Hicks by Viking Leader Carl P. York. The message, received in New York on October 23rd., says:

"CRUSADES" OPENED LAST NIGHT CIRKUS, LARGEST HOUSE COPENHAGEN. PACKED HOUSE, EXCELLENT PRESS, CONSTANT HEARTY APPLAUSE DURING ENTIRE PERFORMANCE. FROST PREDICTS THAT PICTURE WILL RUN UNTIL CHRISTMAS. REGARDS.

You might as well know it, Harald Frost, we are going to be an elephant in remembering this prediction of yours: and if the picture runs over into the new year, we are also going to be an elephant in never forgetting that fact.

BUENOS AIRES HONORS GARDEL'S MEMORY



Here is the exterior of the Sui-pacha Theatre in Buenos Aires on the occasion of the premiere of the premiere of Carlos Gardel's "Tango Bar," his final picture for Paramount release. The premiere was one of the greatest events in cinema history.



IN ETHIOPIA WITH PARAMOUNT NEWS

Here's Cameraman John Dored atop a Paramount News sound truck in Addis Ababa, filming Emperor Haile Selassie's men marching away to the front. Dored is one of several Paramount News cameramen giving to the world a film record of this newest international cataclysm.

IMPORTANT FLASH ON JAN KIEPURA'S FIRST FILM

"Give Us This Night," Jan Kiepura's first American film for Paramount, is definitely under way. In a Hollywood wire dated October 28th, Luigi Luraschi, studio representative of Paramount International Corporation, had the following to say regarding actual production:

"GIVE US THIS NIGHT has started grandly. Kiepura looks very well indeed. He appears as a nice, young, clean-cut, charming fellow. Gladys Swarthout, too, is very charming and gracious. The scenes which we have seen in the 'rushes' to date are in a little Italian church and promise very well for the rest of the picture."



"THE BRIDE COMES HOME"

Here are the three principals in the sparkling Claudette Colbert picture, "The Bride Comes Home"—and when Claudette sparkles, you know the grand type of picture she makes. The two leading men are Fred MacMurray and Robert Young.

GET NATHAN AT ANY COST!

See Chapter 3

"The Honor of the Legion"

AS BREATHLESS AS "THE CRUSADES"
AS EXCITING AS A FIRST KISS

"THE HONOR OF THE LEGION"

By P. I. Corp

CHAPTER III

"Get Nathan At Any Cost!"

For days and weeks and months selfish aims, individual aspirations, the glittering mantle of triumph and glory had kept them all as divided factors: it had been a case of each-for-each and all-for-each, even unto the ends of time and to the ends of the earth. But now a common purpose drew them all together more unerringly than a mighty magnet coagulates a slather of steel splinters into one knotted mass. It was a realization of a common peril they all faced, the peril of having Nathan emerge the winner.

"Get Nathan!" became a battle-cry. Across lands, across borders, sweeping over continents went this cry, as errie, poignant and far-reaching as the appeal of the man who united the nations of the world for The Crusades. But now, instead of John B. Saladin for the common enemy, there faced them the spectacle of John B. Nathan, an army of gallant Gauchos his cohorts instead of Saladin's Saracens.

Another major difference was the plan of campaign. It began one evening in mid-October in a dark, mysterious room which might have been almost anywhere in Europe, and probably was. In it were gathered the International Committee of the Other Thirteen, grim of face, two of them unshaven, all of them looking as though they hadn't slept since last night.

"Let's not mince words," said the envoy from the North.

"Did you ever try it?" said the delegate from England. It was a true case of British logic, and in a world so filled with metaphors and illogical phrases, it was as breathless as a sirocco from the south.

"Gentlemen, these fencing prologues are unnecessary. Words aren't going to get Nathan."

"Nor fish-hooks either," added another delegate who recalled J.B. N.'s piscatorial fame.

For the next five minutes the meeting was quite unruly. The

mention of fish-hooks appeared to have done something to the delegates, for they flung barbed jokes to and fro in the rather small room, and seemed to spend more time than was necessary over lighting their cigars, stogies and meerscham pipes. Then they definitely got down to business.

"Nathan must be put out of the contest, no matter what it costs us." The speaker was one of the two unshaven delegates, and for that and other reasons must remain anonymous.

"Would you suggest a time bomb?" said the only other unshaven gent.

"I would not," spoke up one of the thirteen who had until now maintained a discreet but observing silence. "And for the simple reason that I calculate Nathan to be too busy on the Contest to take time off to open the package, let alone taking time off to be blown to fragments."

"I say, old chap, don't be so gory!" The speaker's English indicated very clearly that he was not English.

"After all," chimed in another speaker, "you've got to remember that this is only an act in a play, and that Nathan has got to pop up in another part next year."

"What you mean, then," sibilantly hissed one of the earlier speakers, "is that we've got to give him something akin to the American expression of a 'Mickey Finn.' Is that what you mean?"

"I mean," growled the bloodiest of all the Thirteen, "that we have to save our faces in such a way that Nathan can be among the ap-

plauders when one of us is crowned the winner."

Nothing more fatal could have been said at that moment.

Bedlam broke loose. Twelve raucous throats bellowed in unison the one phrase, "You mean me!" And so they raged and stormed and shook hairy fists under snorting noses, and the building trembled as though an earthquake had come upon the land. Minute after minute it went on.

But Nathan had been no fool. If the Committee of the Other Thirteen could have their espionage systems scattered throughout the world, so could he. Even as the Committeemen wrangled among themselves the left eye of a painting on the wall blinked a moment to see if the movement were observed by the wranglers. It was not, so the owner of that eye, and the other one, descended from his precarious perch, replaced the original eyes of the painting,

and hastily grabbed a telephone.

"Transatlantic operator," he called softly. The operator's voice answered him briskly.

"I want to talk to Buenos Aires—U.T. 47—Cnyo 3061."

In less than a minute the connection was made.

"El Senor Nathan?"

"Si. But Pedro, you had better speak in English."

And he did. To cut a long story down to a reasonable time for a Transatlantic telephone conversation (which Pedro paid for out of his own pocket, by the way), the Gaucho Leader learned in no uncertain terms that the rest of the world was laying for him, and that their vengeance was going to be dire—and everything.

"Let them do their darndest!" he exclaimed as he hung up the receiver. "Names and threats may be good bets—but I'll put my faith in topping quota."

(There will be a fourth installment next month).

NEW DEVELOPMENT SHOULD GIVE GREATER INTERNATIONAL APPEAL TO SHORTS

Announcement that he has perfected a practical third dimension process for screen cartoons as a result of experiments extending over a period of years, is made by Max Fleischer, producer of "Popeye the Sailor," "Betty Boop," and other film caricatures.

"I have just completed a series of experiments with some new attachments to our equipment which will not only increase depth effects in our pictures by 75%, but will have the effect of our characters operating well within the scene instead of in the foreground as heretofore," Fleischer reported to Paramount. He added:

"A preliminary test has proved the new development to be practical, and I am rushing our machinists to the utmost in an effort to apply the new departure to 'Sinbad,' the two-reel color picture now in preparation."

Mr. Fleischer expects within a few weeks to receive notification from Washington that patents to his third dimension equipment have been granted.

"LA PARAMOUNT FRANCAISE" REAPPEARS

After a summer sojourn, the scintillating house organ of the French Division has made a very welcome reappearance on our desk. We have before us the combined issue of August-September-October, with its scads of space devoted to "The Crusades," and to the great crusade for ascendancy that the French Division promises for the remainder of this year and "all of next."



RAPOPORT, AD. MAN

Jasper D. Rapoport, Paramount's manager in Cuba, never loses an opportunity to get a good Paramount message across. Reproduced herewith is his advertisement in the October issue of Cinegrafico, local Cuban movie magazine. You will see from this how fond they are in Havana of Pop-eye the Sailor.

NEWSFILMING THE EVENTS IN ETHIOPIA A MAJOR JOB

Insuring an airplane in Ethiopia today is almost as costly as the price of the plane itself. And more—according to A. J. Richards, editor of Paramount News which has an army of cameramen stationed in Ethiopia—the "policy" has to be renewed every five weeks.

Translating it to dollars, Richards, who is in possession of a batch of expense vouchers from Ethiopia, estimates that it costs \$3,000 to insure a plane valued at \$4,000.



John B. Nathan implacably faces the world as he learns over the Transatlantic telephone of the dire plot being made against him. "I'll stick by my results," is his retort to plotters.

VIVA CRY THE OTHER NATIONS AS THEY SCRAMBLE AFTER NATHAN

SOME MARKED ADVANCES AMONG THE COUNTRIES

Just as there have been some highly important developments among the standings of the divisions, so have some of the individual countries done some "stepping up" that is in every way commendable. We cite particularly the upward swoop of Poland from 21st last month to 14th this month. And of course Uruguay has gone into the lead from Second of last month. Also there is the case of Hungary advancing from 28th to 21st, a goodly decimating of seven notches. However, look and see for yourself the standings of this month contrasted with those of last:

This Month	Country	Last Month
1.	URUGUAY	2.
2.	ARGENTINE	1.
3.	COLOMBIA	3.
4.	CHILE	6.
5.	CUBA	4.
6.	GREAT BRITAIN	7.
7.	Puerto Rico	5.
8.	Panama	8.
9.	Peru	9.
10.	Australasia	11.
11.	Brazil	10.
12.	Guatemala	12.
13.	Denmark	15.
14.	Poland	21.
15.	Mexico	13.
16.	Norway	16.
17.	India	14.
18.	Japan	17.
19.	China	19.
20.	Holland	22.
21.	Hungary	28.
22.	Austria	18.
23.	Philippines	20.
24.	Czecho Slovakia	24.
25.	Italy	25.
26.	Jugo Slavia	29.
27.	Roumania	23.
28.	Spain-Portugal	26.
29.	Germany	27.
30.	France	30.
31.	Sweden	32.
32.	Finland	31.

THESE COUNTRIES ARE SLASHING PRINT COSTS

The urge to bring the print cost bills down to the lowest possible figure without in the least sacrificing a single iota of business, has now definitely embraced the following countries which are listed in alphabetical order:

Australasia	Hungary
Brazil	India
Chile	Japan
China	Mexico
Colombia	Panama
France	Peru
Guatemala	Poland
Germany	Puerto Rico
Holland	Roumania
Spain-Portugal	

There's such a mad, impatient, and overwhelming scramble after John B. Nathan in this contest that we're giving you the divisional standings in *scrambled* form. Here's how they stood at the half-way mark in the Contest:

FIRST PLACE, over quota NATHAN
SECOND PLACE, also over quota LARVIL
THIRD, quota-getter also HARGAM
Fourth, second last month MUSSANS
Fifth, was there last month CHARTPETT
Sixth, up one step NEBENKECK
Seventh, gave up his sixth spot AYD
Eighth, likes it very much LANCELAB
Ninth, still three times three NARCHCOE
Tenth, and can't get away from it FEERACHS
Eleventh, same as last time BAFOA
Twelfth, why does he like this spot? REMESSI
Thirteenth, and thinks it lucky FLARSDELK
Fourteenth, but bound to Hopalong KORY

There's a key to the names on Page Seven.

MAGNIFICENT PREMIERE OF "CRUSADES" IN PARIS SHOULD GIVE FRENCH DIVISION GREAT LIFT

Catapulted correspondence from Andre Ullman, director-general of Paramount's circuit of theatres in France, tells of the tremendously successful premiere accorded Cecil B. DeMille's production, "The Crusades" at the Paramount Theatre in Paris. The event took place in mid-October and was the sensation of the city.

Mr. Ullman recounts that the press reports and audience comments were thoroughly laudatory, while the actual screening of the picture itself provoked three distinct salvos of applause. These occurred at the Battle of Acre, the cavalry charge, and the grand spectacle of the Entry into Jerusalem at the picture's end.

A magnificent job of decorating the exterior of the theatre in the spirit of the film was done, as the photographs below, taken when the job was still incomplete, swiftly show.

Administrateur Delegeue Henri Klarsfeld's reaction to the success of this season is naturally understandable: he merely looks above on this page to note that he was 13th before "The Crusades" opened, and will surely advance a couple of points before the next figures appear.



Three views of the "atmosphere" with which "The Crusades" was surrounded at Le Paramount, Paris. At the left is the exterior of the theatre, when the work was still incomplete; at the right a portion of the very colorful stage show devised and presented by Andre Ullmann, and in the center a closer view of the extensiveness of the decoration work.



OLYMPÉ BRADNA

Take a good look at this face, because you're going to see it in some highly successful Paramount pictures in the near future. Miss Bradna is the very young lady who scored such a triumph in the Folies Bergere in New York late last year. She was first spotted by Oscar Serlin when the Folies played the Chicago World's Fair, and when the attraction came to New York he put her in the Production Department's training school in New York, taught her English and acting, and finally made a test which sold the studio on her exceptional dancing and mimic capabilities. She is now in the studio being readied for her first film role.

LONDON'S SWELL JOB OF PUBLICITY

One of the largest consignments of publicity clippings ever to come into New York arrived from the London office a few days ago. The stack of material was its own splendid tribute to the complete manner in which the press of Great Britain and Ireland had been sold in advance on the greatness of "The Crusades," for it seemed that every conceivable angle on the picture was given prominence in the stories.

The pile of clippings was given wide Home Office distribution and then sent on to the Studio for the attention of Cecil B. DeMille in particular, and the Studio executive force in general.



THE PARADE OF NEW ANNOUNCEMENT BOOKS

From all corners of the globe are coming samples of the books which carry the glad tidings of the Paramount Product for 1936. We present here actual photographs of the books,

all of which are superb examples of advertising genius and printing art. (1) The book from Sweden, announcing the Paramount pictures for Sweden, Norway, Denmark and Fin-

land. (2) The book from Spain, for that country and Portugal. (3) Germany's book. (4) The Jugo-Slavian publication. (5) Poland's book. (6) Australia's book. It is impossible to

pay individual tributes, because all of the books are magnificent, and carry their respective messages in perfect fashion. Our respects and congratulations to all who created them.

PARAMOUNTEERS OF AUSTRALIA AND NEW ZEALAND MAKE FIRST SEPTEMBER WEEK EPOCHAL IN FILM HISTORY

John E. Kennebeck, Paramount's Managing Director in Australia, has designated 1936 as "Paramount's Silver Jubilee Year." This year will witness the twenty-fifth anniversary of Mr. Zukor's memorable advancement of the film business with his distribution of "Queen Elizabeth," the actual physical commencement of the Paramount organization. To herald the Silver Jubilee, Mr. Kennebeck called Paramount's Convention to order in Melbourne on September 2nd. It was the first time that a convention of such magnitude had been held in Mel-

The Big Four of the Australian Convention: Center, Mng. Dir. John E. Kennebeck (right) and Gen. Sales Mgr. William Hurworth. Right flank, Secretary-Treasurer James A. Sixsmith; left, Dist. Mgr. Claude E. Henderson, convention host.



bourne, and a tremendous amount of civic cooperation was forthcoming as a result.

The Convention got under way after a week's advance preparation by Advertising Manager Hermann E. Flynn and Publicity Manager

Reg. Kelly. These indefatigable workers achieved several results which made film history, the most noteworthy being a 12-page supplement in "The Star," evening newspaper. This supplement was 100% Paramount and was the mightiest achievement of its kind in Australian film history. Stories dealing with the convention, prepared in newspaper galley form, were also issued by Reg. Kelly from convention headquarters in the Alexander Hotel.

First step of the convention, following the arrival of the delegates in Melbourne from all states and New Zealand, was a civic reception by Councillor Wales, Lord Mayor of the city. This was the first occasion of such a reception being accorded a motion picture convention, and credit for the stunt is due James L. Thornley, general manager of Melbourne's Capitol Theatre.

The convention was under the inspired direction of Mr. Kennebeck, who gave the delegates the full benefit of his recent trip to Home Office. His outline of the company's policies and his interpretation of the merit of the forthcoming product, constituted addresses which aroused the most tremendous enthusiasm in his audience. Later, he directed similar addresses to a gathering of more than one hundred Victorian exhibitors, who were doubly thrilled, once for the honor of listening to a Company's plans at first hand, once for the honor paid their state in holding the convention in Melbourne.

Screenings of "The Crusades," "Mississippi" and "Goin' To Town"

(Continued on Page 9)



Delegates to Paramount's Silver Jubilee Convention in Melbourne.

Back Row (from l. to r.): F. Heydon, (Booker, Melbourne); J. J. Ralph, (Salesman, Perth); V. Butler, (Ad Sales Mgr., Melbourne); C. Hale, (Salesman, Sydney); L. Jones, (Head Office Ad Sales Mgr.); M. Lovatt, (Sydney Ad Sales Mgr.); and B. Abotomey, (Salesman, Brisbane).

Middle Row: R. Logan, (Head Office Acct.); P. B. Thompson, (Salesman, Auckland); N. Gehrig, (Salesman, Sydney); J. Edwards, (Salesman, Melbourne); Reg. Felton, (Head Office Exploitation Rep.); M. Foster, (Branch Mgr., Perth); W. Blood, (Salesman, Sydney); R. Henderson, (Rep. Launceston); H. Varcoe, (Salesman, Brisbane); S. O. Herbert, (Film Service Dept.), and C. E. Gatward, (Mgr., H. O. Customs Dept.)

Front Row: H. E. Flynn, (Advertising Mgr.); G. Nacard, (Branch Mgr., Sydney); H. Kelly, (Branch Mgr., Melbourne); F. G. Gawler, (District Mgr.); C. E. Henderson, (District Mgr.); James A. Sixsmith, (Secretary-Treasurer); John E. Kennebeck, (Managing Director); William Hurworth, (General Sales Mgr.); James L. Thornley, (General Mgr., Capitol Theatre); G. Brookes, (Brisbane Mgr.); C. Abotomey, (Adelaide Mgr.), and Reg. Kelly, (Publicity Mgr.). (Absent, Stanley H. Craig, General Mgr., New Zealand.)



ELEANOR WHITNEY

Be on the lookout for this sparkling young tap-dancer in an early Paramount picture. We've seen her film test (she is an Oscar Serlin 'discovery' and we think she shapes up (particularly 'shapes') as one of the most important musical film discoveries in years.

Flash! In just a minute, when you turn to Page 9, you will get a much better idea of just why we are so enthusiastic about Miss Whitney. We expect her to bring great lustre to Paramount's name next year, and in several more years to follow.



MARY BURNS, FUGITIVE

Sylvia Sidney is back in prison garb again—and again because of a crime that she did not commit. But not for long: there's a daring escape, a mad, glorious chase, and No. 17,225 becomes "Mary Burns, Fugitive." Youngsters among film-goers will get nothing from it, but old-timers, when they see the picture, will recognize the prison woman at the right. She is Helene Chadwick, a star of silent picture days.

John Halliday, who gives notable performances in "Peter Ibbetson" and "Desire," has been given a long-term Paramount contract.

PRODUCTION NEWS

TWO MAJOR FILMS COMPLETED

"Peter Ibbetson" and "Rose of the Rancho" have now reached that stage so vital in the history of any film; they have been completed. "Peter Ibbetson" has been seen in Home Office, with a reaction that has been crystalized on Page Two of this issue. "Rose of the Rancho" will be previewed in California at about the time this issue is being printed.

At the same time we are happy to report that two other major films, "The Milky Way" and "Desire" are rapidly approaching completion. The Harold Lloyd picture has been delayed on many occasions through the recurring illnesses of Adolphe Menjou, and the director, Leo McCarey; but the Dietrich-Cooper picture has swung magnificently along, and filming is just about through. Almost immediately, Miss Dietrich will start work on "Invitation to Happiness," in which she will be co-starred with Charles Boyer.

BOTSFORD NOW ASSOCIATE PRODUCER

A. M. Botsford, who several years ago was Paramount Advertising Manager, and who was most recently executive assistant to Henry Herzbrun, Vice President in Charge of Production, has been elevated to the post of Associate Producer, in charge of three production units. Mr. Botsford has throughout his career of seventeen years with Paramount been thoroughly sympathetic with the needs and requirements of the International Corporation, so we cannot help but regard his promotion as being a distinctly good stroke of fortune as far as we all are concerned.

PRODUCTION NOTES

Herbert Marshall will definitely make a minimum of two pictures for Paramount during 1936. The first will be a spy story entitled "Reunion."

Eleanor Whitney, acclaimed by Bill Robinson as "the fastest tap dancer in the world," and a Paramount contract player, has a prominent role in "Millions in the Air."

Production of the new Hecht-MacArthur picture, "Soak the Rich," is proceeding at the Astoria Studio in New York. Walter Connolly has the featured role.

John Howard, Paramount feature player, and Aliee Duer Miller, author, have also been given prominent spots in "Soak the Rich."

Trixie Friganza, who used to give Mae West gag ideas in the days of yesteryear, is playing a character role in Mae's new film, "Kondike Lou."

Edward Everett Horton and Peggy Conklin have the leads in the Walter Wanger Paramount production, "Her Master's Voice," to be made from the celebrated Broadway comedy of last season.

Kent Taylor's option has been taken up by Paramount on account of his work in "Smart Girl" and "Without Regret."

W. C. Fields is definitely on his feet again. He paid two personal visits to the Paramount Studio during October and vows that he'll be working again before 1936 starts.

The annual rodeo of cattle-throwers and horse-ropers in New York's

Madison Square Garden will be incorporated in Bing Crosby's picture to follow "Anything Goes." The film will bear the name of "Rhythm on the Range" and the scenes of the rodeo are now being filmed by a special unit sent on from Hollywood.

Sam Coslow, Leo Robin, Ralph Rainger and Frederick Hollander, four famous Paramount song-writers, have been given new contracts by our company. Hollander is known throughout Europe, and wrote several of the numbers which Marlene Dietrich brought to the European screen before she came to Hollywood.

Robert Young is in the cast of Claudette Colbert's picture, "The Bride Comes Home." He's the wealthy fellow she almost marries.

Irene Dunne and Ann Harding will have the leading roles in Arthur Hornblow's production of the Broadway stage success, "The Old Maid."

Philip Merivale, noted American actor, will have a prominent role in Jan Kiepura's first American starring picture, "Give Us This Night." Jan's leading lady is of course the glamorous Gladys Swarthout.

Paramount has given a brand new contract to the sensational tap-dancer, Eleanor Whitney, and has renewed the contracts of Colin Tapley and Betty Holt. Tapley, the sole survivor of the "Search For Beauty" contest, was seen recently in "The Last Outpost" and "Peter Ibbetson."

NEW YORK PRESS PRAISED "THE LAST OUTPOST"

"The Last Outpost" was the attraction at the New York Paramount Theatre the week of October 5th. Excerpts from some of the chief reviews on the film are as follows:

Daily Mirror: "Fans who enjoy action will relish it.... Grant, Rains and Miss Michael perform their roles admirably. The film, with its exotic war background, has a timeliness which is its good fortune."

Daily News: (3½ stars) "Paramount is lucky to be the first producer to hit the screen since the outbreak of hostilities in Africa with a war film.... It should make a strong bid for public attention."

N. Y. Sun: "There is more action than you can shake a stick at in 'The Last Outpost,' a bang-up, blood-and-thunder adventure picture at the Paramount concerning campaigns in Africa and elsewhere."

N. Y. American: "A good romantic meller of war days, with the Fuzzy-Wuzzies in their home in the Sudan, brings those first-rate fighting men, Cary Grant and Claude Rains, into action on the Paramount screen, with Gertrude Michael as the object of both their affections.... The general result is satisfactory entertainment."



"DOLL" AND "BULL"

You've heard about what happens when a bull breaks into a china shop, but just wait for "Klondike Lou" and see what happens when "Bull" Brackett meets "Frisco Doll," the latter name being the character Miss Mae West, of the West Coast Wests, plays in her new picture, "Klondike Lou." Victor McLaglen, as the pug-face above hints, plays the role of "Bull" Brackett. We would say in advance that the film is going to be plenty gusty.



BRISSON BENEATH THE GRIME

This studio interlude took place during the filming of "Ship Cafe," which was formerly known as "The Bouncer." Carl Brisson, the star, is at the left, with Arline Judge, Director Robert Florey and Mady Christians the other members of the group. The setting is the stokehold of a Transatlantic steamer and Florey wore his white coveralls to protect his clothes.

KEY TO THE DIVISIONAL STANDINGS

1ST.....	NATHAN
2ND.....	VILLAR
3RD.....	GRAHAM
4th.....	Sussman
5th.....	Pratchett
6th.....	Kennebeck
7th.....	Day
8th.....	Ballance
9th.....	Cochrane
10th.....	Schaefer
11th.....	Aboaf
12th.....	Messeri
13th.....	Klarsfeld
14th.....	York



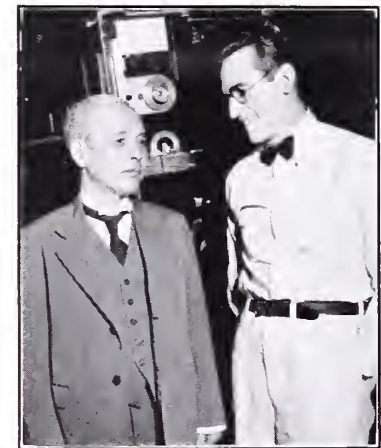
Personalitățile care reprezintă casa Paramount în lume



Cuvântul nostru
Stimată cititorilor,
De când s-a înființat această publicație, am avut în vedere să oferim cititorilor noștri o informație completă și actuală asupra tuturor aspectelor activității noastre. În acest scop, am organizat o serie de articole care vor prezenta în detaliu activitatea noastră în diferite domenii. În primul rând, vom prezenta activitatea noastră în domeniul publicității și al afacerilor. În al doilea rând, vom prezenta activitatea noastră în domeniul artistic și al spectacolului. În al treilea rând, vom prezenta activitatea noastră în domeniul științific și tehnologic. În al patrulea rând, vom prezenta activitatea noastră în domeniul social și umanitar. În al cincilea rând, vom prezenta activitatea noastră în domeniul sportiv și recreativ. În al șaselea rând, vom prezenta activitatea noastră în domeniul cultural și artistic. În al șaptelea rând, vom prezenta activitatea noastră în domeniul științific și tehnologic. În al optulea rând, vom prezenta activitatea noastră în domeniul social și umanitar. În al nouălea rând, vom prezenta activitatea noastră în domeniul sportiv și recreativ. În al zecelea rând, vom prezenta activitatea noastră în domeniul cultural și artistic.

ROUMANIA JOINS THE HOUSE ORGAN RANKS

From Bucarest comes the first issue of Manager N. G. Palugyay's Paramount house organ, "Gazeta Paramount," the cover of which is reproduced above. This cover carries the likenesses of Messrs. Hicks, Lange and Schaefer, and an inspiring dedicatory message from Mr. Palugyay. It marks the first time that a Paramount house organ has been issued in Roumania.



BOTH FAMOUS IN JAPAN

Harold Lloyd, who happens to be just about the most popular comedian with the picturegoers of Japan, meets Mr. Ichizo Kobayashi, President of the Tokyo Electric Light Company on the set of "The Milky Way," which Harold is making for Paramount.

At the meeting, Harold promised Mr. Kobayashi that he would finish his picture in time for its release early in January in Japan, that being the best motion picture season of the year in Tomcochrane-land.

T. X. JONES TO H. O.

T. X. "Tex" Jones, special representative of the New York accounts department assigned to Europe, with headquarters in Paris, is in Home Office on a business trip connected with matters of international moment. He expects to spend several weeks at the Crossroads of the World, conferring with Mr. Hicks and Mr. Weltner before returning to his desk in Paris. He arrived October 21.

PERSONAL ITEMS

F. L. THOMAS NEW BRITISH PUBLICITY AND ADVERTISING HEAD

Mr. J. C. Graham, managing director of the Paramount organization in Great Britain and Ireland, announces the appointment of Mr. F. L. Thomas as manager of the Advertising and Publicity Department. He replaces Mr. R. Gittos-Davies, resigned.

We hope to be able to introduce Mr. Thomas to you photographically through the columns of Paramount International News in the very near future.

CHARLES B. BALLANCE HAS BEEN UP WHERE THE "BENGAL LANCERS" WON GLORY

Mr. Hicks has been in receipt of a communication from India's General Manager Charles B. Ballance detailing that Paramount's business reconnaissance into a territory including the Frontier stations, Rawalpindi, Murree and Srinagar.

Here is a part of the world where there is constant military activity, and Charles proved to be a most efficient observer. His report was made following his return to his desk at Paramount's Indian headquarters in Calcutta.

HARVEY OTT TOURING CENTRAL AMERICA ON PARAMOUNT BUSINESS

Outward bound from New York on the "Santa Clara" recently was Harvey D. Ott, formerly comptroller of the Paramount organization in Germany, but returned to New York suffering from an illness which came within an inch of being fatal. Mr. Ott has had many months of convalescence in New York and now, happily recovered, is back on the Paramount job again. He is now in Central America making a business survey of the Paramount offices there, using Cristobal as his working base. With him are Mrs. Ott and their son.

TOM IS IN MANILA

Paramount's General Manager for the Orient, Tom D. Cochrane, will use Manila as his headquarters until the end of February. He is in the Philippine Islands spot relieving F. C. Henry, at present in the U. S. A. on furlough after many years spent in the Orient.

SUCCESS STORY

Under the heading of "From Page to Paragraph" a columnist in "The Era" of London tells the following story:

Four years ago Harry Murray was a page boy at the Paramount Theatre, Manchester. Now he has been made general manager of the same theatre, succeeding the late William Greenfield.

SAUL JACOBS STRICKEN

Saul Jacobs, manager of our Guatemala office, was stricken with appendicitis in Guatemala City early on Friday, Oct. 18th, and rushed to the local hospital where a successful operation was performed. He was to have been married November 1st in Cristobal to Miss Eleanor Rosenberger. Instead, Miss Rosenberger sailed from New York directly for Guatemala City, where the ceremony will be performed as soon as Saul's convalescence permits.

During his illness, Saul's work has been carried on faithfully by his small but efficient staff.

HOUSE ORGANS RECEIVED

Scanning the 'incoming' mailbox for the past couple of weeks we find stacked up there some mighty interesting house organ issues.

"Paramountov glasnik" is in from Zagreb, with the most agreeable news that "Lives of a Bengal Lancer" has swept Jugo-Slavia, and that terrific results are anticipated from "The Crusades." The issue has also a lot of good news about the arrival of Jan Kiepura in America and the joy that all local Paramounters feel that he is actually making a picture for Paramount.

With all the best reasons in the world, "Los Gauchos," issue of August-September, rejoiced muchly over the dominance of the Argentina-Uruguay-Paraguay Division in the Manifestation of Honor. The issue also dealt at length with the Buenos Aires premiere of "Tango Bar," which we have dealt with on another page. Also considerable space was devoted, both editorially by Mr. Nathan, and pictorially, to a visit to Argentina paid by General Manager John L. Day, Jr.

"Doradca Filmowy" for September

TOM COCHRANE STILL WORLD'S CHAMPION NON-WRESTLING WRESTLER

A great many months ago we gave over a lot of space in one of our issues to reports from Japan dealing with the vast publicity Tom Cochrane was receiving in the press on account of his being the most avid wrestling fan in the country. Our report made to you, we thought that we were through with the subject. Fortunately we were not: Tom has bobbed up again as a space-grabber, and with a stunt which literally rocked the Japanese Empire because of its timeliness and effectiveness. We would dearly love to tell it to you ourselves, but Tom's letter will do the job with more devastating effect, so we are going to give you the letter verbatim:

September 16, 1935

Mr. John W. Hicks, Jr.

New York.

Dear John:

Wrestling (called "Sumo" in Japanese) is, has been and always will be the national sport in Japan. Every year millions attend the games.

In January and May, each year, they hold the tournaments. From 30,000 to 40,000 people attend daily for 11 days. After that, the wrestlers show in about every town in the country.

I went to see them first about fifteen years ago and swore I'd never go again. Then someone suggested that I study the rules, holds, etc., and visit the training quarters. This I did and since then, I have never missed going one or two days each tournament.

The matches start at 7 A.M.—the young fellows have their swing. Then about 1 P.M. the big fellows



JAN JUMPS FOR JOY

Elsewhere in this issue we tell about the start of Jan Kiepura's first Hollywood production, "Give Us This Night," in which he is co-starred with Gladys Swarthout. But above we express to you, on Jan's behalf, something of the pep and enthusiasm he has developed in Hollywood in connection with the making of his first picture in America.

gave over the entire issue to "The Crusades," and from such a display we can readily understand why the DeMille film is doing such magnificent business in Poland.

Mention of the September 4th issue of Australia's "Paramount Sales Punch" really belongs with the story telling of the inspiring convention held in Melbourne by the Blue Ribbon Bunch. The issue was published in Melbourne, instead of in Sydney, and is all Convention. Its editorial excellence is largely due to the repertorial skill of editor Reg. Kelly, and the fact that he had a Paramount event of major importance to report.

We will review "Rose of the Rancho" in next month's issue.

come on and the matches finish around 6 P.M. These big fellows range in weight up to 450 pounds.

The newspaper reporters saw that I was a regular semi-yearly attendant and they began to write about the "Paramount Foreigner" attending the matches. And every year they write up something and publish my picture in their papers.

I decided to get some value out of it—so when one of the second string men threw the big "Champion of All Champions," I called the winner to my box and told him we would present him with a handsome apron. They wear these aprons as emblems of "rank and strength" when they parade daily for the benefit of the customers.

I arranged to have a reporter for the "Tokyo Nichi-Nichi" tipped off and out came a great big article on their front page, showing photos of

(Continued on Page 11)



Not often in a lifetime does there show up a natural-born dancer of the magnetic quality of Eleanor Whitney, who is as much Paramount's as is the Paramount Trade Mark. We are not at this juncture going to rhapsodize on the quality, charm or mechanical perfection of Miss Whitney's dancing style. These factors will speak for themselves in due course. We are here merely going to tell you that in Miss Whitney we have one of the outstanding dancing marvels of the century. You can start telling the world this fact right now.

MINUTE REVIEWS OF NEW PARAMOUNT PICTURES

SPARKLING "HANDS ACROSS THE TABLE." Here's a rollicking Paramount comedy drama made as we like 'em to be made. Peppy situations, fast tempo, glittering sets, and a couple of performances by Carole Lombard and Fred MacMurray that will make your heart sing with joy. Not in many moons have we seen such a light-hearted picture as this, yet withal one that any picturegoer anywhere throughout the world will be thrilled at and entertained by.

FACTUAL THRILLS TO "LITTLE AMERICA." Admiral Byrd's second exploratory trip to Antarctica has given the world many thrills which were not included in the earlier film. Notable among these was his isolation of seven months in a snow-crowned hut hundreds of miles from the base. This venture, undertaken in

the interests of the world's knowledge, almost cost him his life. The film is replete with humor as well as thrills.

HOPALONG CASSIDY FINDS "THE EAGLE'S BROOD." Second of the Hopalong Cassidy series has a wealth of suspense, a great deal of audience interest, and further ingratiating performances by William Boyd and Jimmy Ellison. (In fact, Boyd is being seriously considered by Cecil B. DeMille for the title role in his forthcoming production of "Buffalo Bill.")

BRISSON A BOUNCER IN "SHIP CAFE." Finally, Carl Brisson gets a thumping, punching, bouncing role to his liking. Here he is a mixture of brute strength and colorful songster, with the result that the picture is complete entertainment. He has a notable cast in support, grand performances being registered by Arline Judge, Mady Christians and William Frawley.

BORIS MORROS TO HOLLYWOOD TO INTERNATIONALIZE PARAMOUNT MUSICALS

Boris Morros, managing director of the New York Paramount Theatre is in Hollywood, where, at the suggestion of President John E. Otterson of Paramount, Morros will confer with Watterson Rothacker regarding the international quality of future musical screen productions.

Morros for the past several years has served as managing director for the New York Paramount Theatre. He has been affiliated with Paramount for the past 12 years, during which time he has produced many of the stage productions, sponsoring the Broadway debuts of such present-day luminaries as Bing Crosby, Rudy Vallee, Dick Powell, Ginger Rogers, Rubinoﬀ and many others.

Before coming to the United States as conductor for the original Chauve Souris, Boris was musical director of the Imperial Russian Orchestra under the Czarist regime in the Russian capital.

AUSTRALIAN CONVENTION

(Continued from Page 6)

(called "Now I'm A Lady" in Australia), were held for exhibitors and delegates.

The whole proceedings were topped off with the convention banquet, at which addresses were delivered by Messrs. Kennebeck, Henderson, Six-

smith and Thornley.

A final note to the proceedings, and one of international significance, is that copies of the newspaper supplement, the Convention product book and the special diary were mailed from Sydney to every important overseas office of Paramount, as well as to every branch manager in the United States.

ONE OF BING'S BEST NOTES IS A HIGH-G-G

Foremost among Hollywood's film facts is Bing Crosby's passionate love of racehorses. He has a stable of many racers, two of which, "Double Trouble" (left) and "Friend Andy" are shown here. Bing is on a stable pony in the centre.



PARAMOUNT THEATRES OVERSEAS

All managers of Paramount theatres overseas are urged to see the exploitation section of the American trade paper, "Motion Picture Herald," issue of October 19th.

The Manchester Paramount Theatre celebrated its fifth anni-

versary on October 3rd. A special feature of the celebration was a Francis Mangan stage show, "Black Pearl."

One day earlier, the Glasgow Paramount, nearing the end of its first year, was outfitted with a new grill and restaurant which it is expected will add considerably to the theatre's real estate revenue.



THE WORLD'S NEWS CONDENSED SO THAT ALL MAY READ

LE IMPORTANTI NOTIZIE DELLA PARAMOUNT

Tutti i lettori del giornale commerciale "MOTION PICTURE HERALD" sono esortati ad esaminare con viva attenzione la rubrica pubblicitaria del numero del 19 corrente. Essa contiene una molto esauriente rivista di tutte le attività della Paramount nei teatri esteri.

"MANI ATTRAVERSO LA TAVOLA" (Hands Across the Table), la nuova film con Carole Lombard e Fred MacMurray quali protagonisti, e' una delle piu' gaie commedie prodotte dalla Paramount in questi ultimi anni. Siamo certi che ogni pubblico si diventera' un mondo alla rappresentazione di essa.

Il Sig. Otterson, presidente della Paramount, di recente tornato da una lunga permanenza in Hollywood, parlò ai direttori dell'ufficio centrale il 14 ottobre e disse entusiasticamente della splendida organizzazione produttiva dei nostri Studi. Egli riferì anche di aver visto delle copie incomplete di "PIETRO IBBETSON" e de "LA ROSA DEL RANCHO," che a sua detta danno garanzia di soddisfare le nostre più lusinghiere speranze in esse riposte.

Jan Kiepora ha iniziato il 14 corrente la produzione di "DATECI QUESTA NOTTE" (Give us this night) e le ultime notizie circa il suo lavoro e circa quello di Gladys Swarthout ci rinsaldano nel convincimento che senza dubbio avremo in questa film una magnifica cinematografia che sarà pronta per i primi del nuovo anno.

Non manchino poi i lettori di osservare la geniale trovata che Tom Cochrane, ambasciatore straordinario della Paramount nel Giappone, ha realizzato per mezzo del campione di lotta giapponese. L'illustrazione di essa e' contenuta nella rubrica pubblicitaria e ben dimostra a che punto si possa giungere con un poco di entusiasmo.

Non possiamo poi non segnalare un eccezionalissimo soggetto svolto in un solo "reel" dal titolo "UN GIORNO NELLA VITA DI UNA DIVA DELL'OPERA" (A day in the life of an Opera star) che presto raggiungerà il vostro territorio. Esso s'impenna sulla smagliante personalità di Gladys Swarthout e pone in rilievo la magnifica ricchezza della sua voce.

Certamente avrete notato che la Divisione Gauchò di John B. Nathan e' in testa per il terzo mese consecutivo. Questo fatto e' cagione di non lieve turbamento per tutti i capi delle altre tredici divisioni. Nei circoli ufficiali da essi frequentati si sussurra che il Sig. Nathan ha la probabilità di mantenere il suo primato fino alla fine del concorso. Tra le altre cose un tal fatto verrebbe a costituire un esempio senza precedenti nel lungo ordine dei concorsi della Paramount.

EVVIVA LA DIVISIONE
GAUCHO!

RUMOR!

There's word going around the world that Nathan's Gauchos are going to cop the cover again next month. Who's got nerve enough to scotch the rumor?

GRANDES NOUVELLES PARAMOUNT

Nous conseillons à tous les lecteurs de Motion Picture Herald de fouiller la partie exploitation du numéro du 19 octobre car ils y trouveront une longue revue de toutes les activités des théâtres Paramount à l'étranger.

"Hands Across the Table," le nouveau film dont Carole Lombard et Fred MacMurray sont les étoiles, est une des plus charmantes comédies dramatiques que Paramount ait faite depuis longtemps. Nous sommes persuadés que vous l'aimerez beaucoup également.

M. Otterson, président de Paramount, qui est rentré récemment après un long séjour à Hollywood, a entre-tenu le 14 octobre les chefs de services du bureau principal et leur a parlé avec enthousiasme de la splendide organisation que nous avons maintenant dans nos studios. Il a également rapporté qu'il avait vu des bandes incomplètes de "Peter Ibbetson" et de "Rose of the Rancho," et que ces deux films dépassent nos plus grands espoirs.

Jan Kiepora a commencé à tourner "Give Us This Night" le 14 octobre, et les premiers rapports concernant son travail et celui de Gladys Swarthout, nos portent à croire que nous aurons certainement la grande production que nous en espérons au commencement de l'année.

Surtout ne manquez pas de voir le moyen d'exploitation que Tom Cochrane, ambassadeur extraordinaire de Paramount au Japon, a agencé avec le champion de lutte du Japon. Le truc est illustré à la page exploitation, et montre ce que l'on peut faire quand on y met un peu d'ardeur.

Il y a un petit film exceptionnel intitulé "A Day in the Life of an Opera Star" qui doit être envoyé bientôt dans votre territoire. Il a été bâti autour de la radiante personnalité de Gladys Swarthout et révèle la richesse magnifique de sa voix.

Sans aucun doute vous aurez remarqué que la Division des Gauchos de John B. Nathan est en tête pour le troisième mois. Ce fait n'est pas sans occasionner pas mal d'inquiétudes aux autres chefs de file, aux treize d'entre eux. On intime dans les milieux officiels de ces treize leaders qu'il est possible que M. Nathan restera en tête de liste jusqu'à la fin du concours. Entre autres choses, cela constituerait un précédent dans la longue série des concours Paramount.

BRAVO LA DIVISION DES
GAUCHOS.

WICHTIGE PARAMOUNT NEUIGKEITEN

Wir raten jedem Leser der amerikanischen Fachzeitschrift Motion Picture Herald den Reklameauswertungsteil der Nummer vom 19. Oktober eingehend zu studieren, denn sie bringt eine Art von Revue der Paramount Theater im Auslande.

"Hands Across the Table," der neue Film mit Carole Lombard und Fred MacMurray in den Starrollen, ist eines der lustigsten komischen Dramen, welches Paramount seit langem herausgebracht hat. Wir sind fest davon überzeugt, dass dieser Film auch Ihnen zusagen wird.

Paramount's Präsident, Herr Otterson, der kürzlich von einer längeren Hollywood Studienreise zurückgekehrt ist, berief am 14. Oktober die Direktoren der New Yorker Zentrale und erzählte mit Begeisterung von der hervorragend aufgezogenen Organisation unseres Ateliers. Ferner berichtete er, dass ihm Teile aus den noch nicht ganz fertigen Filmen "Peter Ibbetson" und "Rose of the Rancho" vorgeführt worden seien und dass er sich auf Grund derselben von beiden Filmen ganz grosse Erfolge verspricht.

Jan Kiepora begann am 14. Oktober mit der Verfilmung von "Give Us This Night," und die ersten Berichte über seine Leistungen und die von Gladys Swarthout lassen darauf schliessen, dass dieser Film tatsächlich der künstlerisch wertvolle Film wird, den wir uns für Sie zum Beginn des neuen Jahres gewünscht haben.

Sie müssen sich unbedingt mit der trefflichen Propagandaidee befassen, die sich Tom Cochrane, Paramount's Ambassador für Japan, im Zusammenhang mit dem bedeutendsten japanischen Ringkämpfer zu Nutzen gemacht hat. Dieselbe ist im Propagandaauswertungsteil dieser Ausgabe veröffentlicht worden und beweist wieder einmal, was man alles, wenn man nur ein ganz klein wenig mehr als Durchschnittsinteresse für seinen Beruf hat, anfangen kann.

Ihre Filiale wird demnächst einen ganz ungewöhnlichen Einakter betitelt "Ein Tag aus dem Leben einer Opersängerin" zum Verleih erhalten, in welchem der sprühenden Gladys Swarthout Gelegenheit gegeben wird, alle Register ihres Könnens zu ziehen.

Es ist Ihnen bestimmt nicht entgangen, dass John Nathan's Gauchò Division jetzt schon drei Monate hintereinander im Wettbewerb führend ist. Diese Tatsache bereitet den Leitern der übrigen dreizehn Filialen viel Kopfzerbrechen. Man munkelt sogar in offiziellen Kreisen, in denen sich diese dreizehn Herren bewegen, dass es für Herrn Nathan gar nicht so ausge-

GROOT PARAMOUNT NIEUWS

Bij elken lezer van het Amerikaansche vakblad "Motion Picture Herald" dringen wij er op aan de exploitatie rubric te lezen in het nummer van 19 October, hetwelk een uitgebreid overzicht bevat van de Paramount theaters buiten de Vereenigde Staten.

"Hands across the table," is een der leukste blijspelen in den laatsten tijd door Paramount vervaardigd. Wij gelooven, dat U er ook van zult genieten.

De Heer Otterson, de President van Paramount, hield bij terugkeer van een langdurige inspectie reis naar Hollywood, een conferentie met de afdelings chefs en liet zich in loftuigende bewoordingen uit over de productie organisatie. Hij is tevens opgetogen over de nieuwe zang films "Peter Ibbetson" en "Rose of the Rancho," die hij in Hollywood had gezien, ofschoon deze rolprenten nog niet geheel gemonteerd zijn.

Op 14 October begonnen de camera's te draaien aan de nieuwe film "Give Us This Night" waarin Jan Kiepora en Gladys Swarthout de hoofdpartijen zingen. Het resultaat der eerste opnamen is zoo gunstig, dat wij hopen in het begin van het volgende jaar een film te hebben, die in alle opzichten een schlager genoemd kan worden.

Verzuim vooral niet op de exploitatie pagina van dit nummer te kijken. Wij hebben daar een foto opgenomen van de propaganda truc van onzen Japanschen vertegenwoordiger, den Heer Tom Cochrane, met den kampioen worstelaar van Japan. Het geeft U een idee wat met vernuft en een beetje extra enthousiasme gedaan kan worden.

Wij brengen een korte film in distributie, getiteld "A Day in the Life of an Opera Star," welke onze buitenlandse kantoren zeer spoedig zal bereiken. Het onderwerp van deze film is de vive persoonlijkheid van onze opera ster, Gladys Swarthout.

U hebt zeker al gezien, dat de Gauchò Divisie van John B. Nathan voor de derde achtereenvolgende maand aan het hoofd staat, een verontrustend feit voor de overige dertien kantoren. Er wordt gefluisterd, dat de Heer Nathan kans heeft de leiding te behouden tot aan het einde van het concours. Zulk een prestatie zou zonder precedent zijn in de geschiedenis der vele Paramount concoursen.

LEVE DE GAUCHO DIVISIE!

schlossen ist, die Führung weiterhin, also bis zum Ende des Konkurstests, beizubehalten. Das wäre ein Ereignis, wie es in den Annalen der Paramount Wettbewerbe noch nie dagewesen ist.

BRAVO, GAUCHO
ABTEILUNG!

TELLING THE WORLD PLEASES THE WORLD

WHY BRITISH EXHIBITORS LIKE "PARAMOUNT SERVICE"

And who wouldn't? When it has covers of the dazzling quality shown below; or advertisements for the unsurpassable newsreel service delivered by Paramount News and announced in the forceful fashion also shown below.

"Paramount Service," the weekly house organ of the Paramount organization in Great Britain and Ireland, continues to be edited in most capable fashion by Miss Doris Gassner.



At right and below are day and night glimpses of the front of the Apollo Theatre, in Warsaw, Poland, where "The Crusades" met with such outstanding success recently.



HAVANA STAGES A "BETTY BOOP" CONTEST

No doubt engineered by the exploitation-minded Jasper D. Rapoport, the Nacional Theatre of Havana, Cuba, staged a Betty Boop Impersonation Contest, with B.B. dolls for prizes. We show Helidoro Garcia and the contestants and append here the information that the stunt was a great success. The program of films presented in conjunction with the competition consisted entirely of Betty Boop and Pop-eye subjects.

EXPLOITATION NOTES

We have had a highly complimentary note from Spain's publicity chief relating to the Spanish press book on "The Crusades." Sr. A. Perez Zamora has written Publicity Manager Charles Gartner to the effect that the book, as well as the one for "Peter Ibbetson," both contain highly valuable publicity material, for which the Matador Division is very thankful.

Germany is now using a Paramount letter cancellation on outgoing mail, the specific one under review having a silhouette of a Spanish woman's head and carrying the title of Marlene Dietrich's "The Devil Is a Woman." Also in the cancellation is Paramount's Berlin address.

COCHRANE, WRESTLER

(Continued from Page 8)

the big wrestler and me. It's the first time anything like that was done by a foreign company in the history of Japan and it created quite a sensation all over the country.

The other newspapers got sore and wanted to know why they were not in on the thing. I said that the other paper simply outsmarted them. I then promised to give the others their even chance when the apron was finished and ready for presentation.

One day this week, the big wrestler and I went to the department store to see the completed apron. It was a big noise—cameramen were plentiful. The big apron will occupy a big front window display in October, then ten days in January just prior to the opening of the matches. Our own News man was the only one permitted to take movies, but dozens of still cameras clicked all over the place.

I was supposed to present this apron "officially and publicly" on opening day in January. I will be in Manila, so Bill Piper will have to do the honors for Paramount and it's bound to be the feature of the opening day.

Paramount will get a hundred thousand Yen worth of publicity in all the papers in Japan. It was one of the greatest publicity stunts ever known here and Paramount will get all the credit.



Over here are two close-ups of Tom Cochrane's mighty wrestling stunt. One shows Tom with Oshio (we suspect that this is the 450-pounder), and Oshio is crazy about his Paramount Trade Mark apron; he oze is a close-up of the apron.

D'you know, this apron suggests that next year we might have an apron like this as the symbol of a contest. The winner of the Manifestation of Honor would be the challenger, and wouldn't have to get into the Braven-and-Muscle scrap until the contest ended. The other fellows would have to meet each other, according to results, and personally battle on the mat. The winner in the series of eliminations would then meet the winner of the Manifestation of Honor, on a raised platform, in Times Square, the Place de la Concorde, or some other place according to results, and scrap for the apron.

Tom would stand the best chance of winning because after all he knows so much about wrestling.



POLISH FANS SEE "ACCENT ON YOUTH"

The land that gave the world Jan Kiepura recently enjoyed the Sylvia Sidney-Herbert Marshall film, "Accent on Youth." Here's the exterior of the Rialto Theatre in Warsaw where the film played under the title of "Czar Mlodosci."

ENTHUSIASM FOR PARAMOUNT PRODUCED FINE CONVENTION THEME SONG

As a highly significant interlude in Australia's memorable convention, we present below the words of the Paramount Week Song which was played at the Plaza Theatre, Northcote, Victoria, to the tune of "Home On the Range."

When it's Paramount Week,
Then we know what to seek—
There's a treat at our show there
in store,
With the mount on the screen
And the stars clearly seen
Is the Trade Mark we all know
for sure.

REFRAIN:
Home, home, at a show,
With a Paramount programme we
know
That we will see the best
And in comfort will rest
For there's no better place one can
go.

CRITICS BROADCAST TRIBUTES TO GREAT ACTOR WHO HAS PASSED ON

On an earlier page was a glimpse of the exterior of the Suipacha Theatre, Buenos Aires, during the premiere of Gardel's "Tango Bar." Managing Director John B. Nathan advises that one feature of this premiere was a radio hook-up with a microphone in the lobby of the theatre. Into this microphone were paid

tributes to Carlos Gardel by all of the most famous critics, authors, actors and actresses in the city. The tributes went out into the ether and were heard in all parts of South America.



ARGENTINE THEATRE NAMED FOR GARDEL

A striking tribute to the veneration paid the memory of Carlos Gardel in South America is found in the naming of a Buenos Aires theatre for the great singer. The theatre is located at Avallenada, a suburb of the capital of Argentina.

IMPORTANTES NOTÍCIAS DA PARAMOUNT

Aos nossos leitores que sabem o inglês, aconselhamos que leiam o número de 19 de Outubro do "Motion Picture Herald," no qual encontrarão um interessante artigo sobre os theatros da Paramount no estrangeiro.

—Uma das comédias mais divertidas destes últimos mezes é "Hands Across the Table" ("Corações Unidos," segundo o título provisório). No seu elenco veremos Carole Lombard e Fred MacMurray, dois artistas de valor, que realizam no filme um trabalho que a todos ha de agradar.

—Mr. Otterson, presidente da Paramount, acaba de regressar de uma longa visita ao nosso estudio de Hollywood. No dia 14 de outubro, Mr. Otterson reuniu os chefes do nosso departamento central, em Nova York, dizendo-lhes da boa impressão que lhe causou o nosso centro de produção na Califórnia. Teve também encargo de se manifestar sobre a excellencia de duas das novas fitas, "Peter Ibbetson" e "Rosa do Rancho," que já se acham promptas para a exhibição.

—Jan Kiepura já iniciou a filmagem de "Give Us This Night" e segundo as ultimas noticias que temos recebido, sabemos que o galan, como a sua collaboradora artistica, Miss Gladys Swarthout, estão por demais satisfeitos com as primeiras scenas obtidas. Quer isto dizer que vamos ter mais um esplendido numero de boa musica este anno.

—Publicamos em outra parte desta edição uma photographia de propaganda, que do Japão nos manda o nosso "embaixador-extraordinario" no imperio do sol-nascente—Mr. Tom Cochrane. Trata-se de um recurso de publicidade muito habil, de collaboração com lutadores japonezes.

—Uma innovação na maneira de apresentar novos artistas é a que vemos na fita-complemento "Um dia na vida de uma estrella da opera," em que apreciamos os encantos physicos

STORA PARAMOUNT-NYHETER.

Var och en, som läser den amerikanska yrkestidningen, Motion Picture Herald, ombedes härmed att noggrant studera "Exploitationsidan" i det häfte, som utkommer den 19de oktober. Det innehåller nämligen en mycket förståelig sammandragning av allt, som händer i Paramounts olika teatrar i utlandet.

"Hands Across the Table," den nya filmen, som har Carole Lombard och Fred MacMurray i huvudrollerna är en av de roligaste komedier, som Paramount har gjort på mycket länge. Vi äro övertygade om, att ni alla komma att ha lika roligt åt den, som vi haft.

Mr. Otterson, högsta chefen för Paramount, som nyligen återvände från en lång visit i Hollywood, höll ett tal till cheferna i huvudkontoret den 14de oktober, och påpekade särskildt, vilken underbar organisation vi ha nu därute i ateljen. Han också sade, att han sett de första "trycken" av "Peter Ibbetson" och "Rose of the Rancho," och att dessa filmer även överträffa all förväntan.

Jan Kiepura påbörjade inspelningen av "Give Us This Night" den 14de oktober, och att dömma om

c artisticos de Gladys Swarthout, a nova estrella da Paramount que breve surgirá em "Rose do Rancho."

—Cremos que os leitores tem seguido os progressos de John B. Nathan, chefe da Divisão dos Gauchos, o qual leva a deanteira por tres mezes consecutivos. O facto, logo se vê, tem causado certa perturbação entre os representantes das outra treze divisões, que não querem evidentemente ficar atrás. Não obstante, suspeitam alguns que o fervido defensor das cores argentinas possa manter-se á frente de todos os contendores até o final — victoria essa que seria um facto sem precedentes na historia dos concursos internacionaes da Paramount.

Exceptionally fine lobby display for "The Crusades" at Apollo Theatre, Budapest, Hungary. The display covers the entire theatre front and Manager N. G. Palmgyay advises that it will remain there for two months in advance of the film's opening.



förrapporterna om hans arbete och om Gladys Swarthouts, kunna vi här invänta en film, som på alla sätt motsvarar de förhoppningar vi vågat ha för denna film, och som vi hoppas kunna giva till eder tidigt på nyåret.

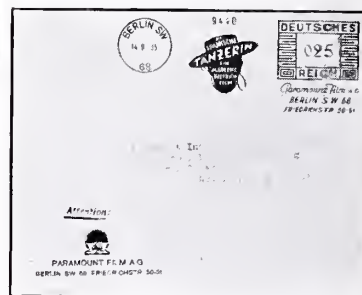
För all del titta på den fyndiga annonseringen, som Tom Cochrane, Paramounts ambassadör extraordinair i Japan utarbetade med Japans championbrottare. Detta återfinnes på exploitationssidan, och visar tydligen, vad som kan göras med en smula villig fantasi.

Vi ha en underbar liten "enccelare," som heter "A Day in the Life of an Opera Star," som onckligen mycket snart kommer till utlandet. Den rör sig rundt Gladys Swarthouts strålande personlighet och visar till fullo hennes rika, praktfulla röst.

Tvivelstutan ha ni alla sett, att John B. Nathans Gaucho-division leder för den tredje månaden i rad. Detta faktum står rätt så mycket de andra divisionsledarna, alla tretton av dem. Det viskas i de officiella krctsarna av dessa tretton, att det verkligen ser ut, som om Mr. Nathan kommer att hålla sin plats i spetsen ända till slutet av den stora tävlan. Bland annat kommer en sådan sak att

bli en förebild för alla andra Paramounttävlingar.

HURRA FOR GAUCHODIVISIONEN!



GERMANY ALSO HAS AN APT CANCELLATION

The number of Paramount mail-franking machines appears to be on the increase, and what is more, each territory seems to be vieing with the others in the matter of appropriate cancellations. Here is one from Germany, where the message carried on every piece of outgoing mail has to do with the Marlene Dietrich picture, "The Devil Is a Woman," called in Germany "The Spanish Dancer."

CLAUDETTE HONORED AGAIN

Claudette Colbert, who won the last Academy award for her performance in "It Happened One Night," has received another outstanding honor.

The star was notified at Paramount's Hollywood Studio, where she is appearing in "The Bride Comes Home," that she is to receive the Scroll of Honor of the Associated Society of British Cinematograph Patrons.

The society, according to the information received by Miss Colbert, has a tremendous membership throughout Great Britain. It is headed by Lord Gorman of Garthlaxton.

The award was decided upon at a pinary session of the society.

IMPORTANT FLASH!

"Peter Ibbetson" will have its world premiere at the Radio City Music Hall, New York City, on November 7.

HANDS ACROSS THE TABLE



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Paramount



INTERNATIONAL NEWS

VOL. 2 No. 12
DECEMBER FIRST, 1935

Our Manifestation of Honor

The Other Seven

Pyramids of Egypt
The Sphinx
Hanging Gardens of Babylon
Temple of Diana
Statue of Jupiter
Pharos of Alexandria
Colossus of Rhodes



THE GAUCHO DIVISION'S HEADQUARTERS

Paramount's Home Office in Buenos Aires Deservedly Takes Ranking
Place with the Other Great Wonders of the World.



Published on the first of every month from the Paramount Building at the Crossroads of the World in New York City, U. S. A. Published, moreover, in the interests of Paramount Legionnaires the world over, for the express purpose of perpetuating in tangible form that magnificent spirit of unselfishness and devotion which is the pride of our organization and the envy of the industry. Edited by Albert Deane.

Vol. 2 December, 1935 No. 12

AN IMPORTANT UNCOVERING OF FACTS

It is amazing, amusing—and mightily instinctive—how one thing will lead to another. We are moved to this philosophy by a letter from our very good friend, and inspiration, Andre Ullmann, Director of our French and Belgian circuit of theatres.

Andre has pointed out that we have given space in our magazine to the promotions which have come to several of our important theatre executives in England, men who have risen to high places from humble beginnings. He says that he has just as inspiring instances available right in his own organization of men who have been promoted from the ranks.

What Andre has not been aware of is the fact that in England also they are too modest to tell us about the events that we have printed, and we have had to dig the facts up ourselves, either by second-hand report, or from obscure notices in the trade papers. However, we are happy that Mr. Ullman has taken the matter to issue, and we are even more pleased to proudly report the following case histories:

PIERRE BESCOND, manager of Paramount's Familia Theatre, Lille—promoted from the rank of uniformed doorman.

GERARD DE TORQUAT, assistant manager of the Familia, Lille—promoted from the rank of uniformed doorman.

GABRIEL PRUDHOMME, manager of Paramount's Opera House Reims—promoted from the rank of uniformed doorman.

GEORGES CHAPELLE, house manager, Paramount Theatre, Paris—promoted from the rank of uniformed doorman.

Mr. Ullmann says further:—“Also practically every man in the projection booth, from the Chiefs of the shifts down to the last operator, came from the rank of doorman or usher.”

We are certainly glad that we stirred up this information. These are the things that we delight in bringing to light. Let's have some more uncovering of facts!



Mr. Hicks revisits the Paramount Studio at Joinville. With him are left to right: Roger C. Clement, Steve Fitzgibbon, studio manager; Major Frederick L. Herron, head of the foreign department of the Hays organization; Mr. Hicks, Fred W. Lange, T. X. Jones and Ike Blumenthal. Photo secured with Frank Farley's miniature camera.

MR. HICKS IN EUROPE ON SURVEY

Sailing from New York City aboard the “Manhattan” November 6th, Mr. Hicks will visit France, Germany and England before returning to Home Office. It is his semi-annual visit of inspection and survey, and he carried with him word concerning Paramount's new productions. He also expected to get first hand information concerning the Continental success of “The Crusades.”

Fellow-travellers with him on the “Manhattan” were T. X. Jones (or “Tex,” as he is affectionately known to all European Paramounteers), and Roger C. Clement. Jones was returning to his financial observation post in Paris, as special representative of Home Office, and Clement was making his first Paramount trip to Europe in connection with certain legal matters requiring attention.

During the absence of the Foreign Legion's leader, his assistant, George Weltner, is shouldering the load at the Crossroads of the World in his customary efficient manner.

“PARAMOUNT PEP CLUB” OF HOME OFFICE RE-BORN

One of the most significant Paramount happenings of recent years has been the re-birth of the Paramount Pep Club of Home Office, New York. This famous organization passed into eclipse a couple of years ago, and the loss indeed was the Company's.

Now it is in the process of rehabilitation, with an election of new officers and committees set for December 10th. We will be sure and pass the results on to you, although we feel very safe in predicting in advance that Eugene J. Zukor will be elected President of the New Paramount Pep Club.



SEVEN YOUNG MISSES WHO'LL SURELY MAKE HITS

Here are seven young ladies in whom Paramount has the greatest faith in the world. They are new Paramount contract players, and because the number Seven has great luck in America, they have been dubbed *The Lucky Seven*. Two of them you have already seen: Marsha Hunt in “The Virginia Judge” and Rosalind Keith in “Annapolis Farewell” and “The Glass Key.” The remainder you will see very soon. Meanwhile, permit us to introduce them: Standing—Olympe Bradna, Jane Rhodes, Marsha Hunt, Frances Farmer and Eleanore Whitney. Seated: Betty Burgess, Rosalind Keith.

PARAMOUNTS MANADSNYHETER.

När vi skriva dessa rader, är vår Mr. Hicks återigen i Europa på sin vanliga halvårsvisit med besök i Frankrike, Tyskland och England i följd. Han har också medtagit alla åtkomliga nyheter om de Paramountfilmer, som äro nära sin fullbordan. Dessa nyheter äro så underbara, att de måste skapa ett ovanligt stort intresse bland alla europeiska Paramountärer.

Angående “Hedersutnämningen” så är det tydligt, att John B. Nathan och hans Paramount Gauchos från Argentina äro långt i spetsen. Han har varit först sedan början, och endast om någon av de, som följa honom tätt i hälar, lyckas komma i kapp med honom mycket snart, kan han förlora, annars är han en given segrare.

Två mycket viktiga Paramountfilmer ha just blivit färdiggjorda i vår Hollywoodateljé. De äro Marlene Dietrichs “Desire,” i vilken hon har Gary Cooper som motspelare; och “Rose of the Rancho,” i vilken Gladys Swarthout och John Boles spela stjärnrollerna. Vi hoppas att ha sett båda dessa filmer, när detta månadshäfte går i press, så vi äro övertygade om, att vår glädje kommer att bli översvalande i våra spalter i nästa häfte.

“Peter Ibbetson” avslutade just en veckas stor succes på Radio City Music Hall för ett par dagar sedan. Filmen fick ovanligt fin kritik både från press och publik, och ni kunna alla läsa en del av uttalandena i detta häfte.

En annan film, som har fått fin kritik, är “Mary Burns, Fugitive,” som spelar för fulla hus på Paramountteatern. Filmen är melodramatisk, men ovanligt spännande och händelserik, den bästa vi haft på flera år och är verkligen en tribut till Walter Wangers geni. Det var han, som övervakade inspelningen av “Shanghai,” “Private Worlds” och “Every Night at Eight.”

Som ni kunna se, är omslagssidan i detta häfte dedikerat till vårt huvudkontor i Buenos Aires, därför att det representerar Gauchodivisionen, som nu till oss är ett av världens, de civiliserade världens, underverk.

Lewis Milestone har nu blivit utnämnd till regissör för Marlene Dietrichs nästkommande film, “Invitation to Happiness.” Det var Milestone, som hade en så storartad succes med “All Quiet on the Western Front,” och han har flera andra storfiler till sin ära. Charles Boyer kommer att spela manliga huvudrollen i Marlene Dietrichs kommande film.

Nu, när Adolphe Menjou äntligen är frisk igen från sin långa sjukdom, kan verkligen avslutningen på Harold Lloyds film, “The Milky Way,” göras. Under Menjous sjukdom var det omöjligt att göra filmen färdig, då han behövdes i flera av de allra viktigaste scenerna. Ingen kunde användas utom Menjou själv, vilket är lätt förklarligt.

LONDON JOTTINGS

By F. L. C. Thomas

Henry Wilcoxon, star of "The Crusades," was on his own stamping ground when he visited Birmingham for the premiere of the Cecil B. DeMille epic at the Futurist Theatre. He received a regal welcome, befitting his kingly rank in the film. The station was decorated in his honour, and an enormous "Welcome" banner was strung across the entrance. Crowds surged round the station and as his train drew in dozens of autograph books were thrust forward by excited fans. Among those who met him at the station were Mr. Leonard P. O'Connor, General Manager of the Futurist Theatre, Mr. J. C. Corper, Paramount's Birmingham Manager, and Mr. H. B. Lane, a former chairman of the Birmingham branch of the Cinematograph Exhibitors Assn.

Appearing at the Futurist Theatre prior to the showing of "The Crusades," Mr. Wilcoxon explained to a crowded and enthusiastic audience that all the clothes left him by a taxicab accident in London, in which he lost his luggage, were those he stood up in and one collar stud, which he produced amidst laughter. He paid tribute to the Birmingham Repertory Theatre, where he started on his acting career, and to "The Crusades." He also spoke highly of the work of Mr. DeMille and of the organization which made such epic productions possible.

British Paramount News concentrated all their available forces on the wedding of the Duke of Gloucester and Lady Alice Scott, and scored a notable achievement of organization by showing a full-length special in actual sound in the West-end of London by two o'clock on the afternoon of the ceremony. The Paramount cameramen secured wonderful pictures of the Royal couple's drive through the streets. A subsequent edition released later in the afternoon showed the newly-married pair with the Royal Family at Buckingham Palace with the scene when they left for the station.

One of the competition reels had a few silent shots of the bride driving to the Chapel showing twenty minutes earlier, but the outstanding feature of Paramount's films was that the whole of the story was made with actual sound. Theatres generally showed the pictures early the same evening.

Paramount British productions this week resumed activities after a lull in production at the Imperial Studios on Monday (November 4th), when "Ticket of Leave," from an original story by Michael Hankinson and Vera Allinson went on to the floor. Dealing with the adventures of a slick lady crook and her associates in a scheme to obtain possession of a famous pearl necklace, the story will have a variegated background of the resorts of society high and low and society sharpers. Dorothy Boyd, whose last Paramount British production was "Get Your Man" has the leading feminine role.

British Paramount News got a big press break over their exclusive pic-
(Continued in last column)

THE PRODUCT IS COMING!

FINE NEW PICTURES KNOCKING HOME OFFICE FOR LOOPS

The projection rooms of Home Office are all a-tingle with thrills these days. The pictures are coming through! All of the accumulated power, punch, persistence, patience and practicability of the Studio are being revealed on celluloid—and with interest.

The parade started with "Hands Across the Table," that gem of a picture which so obviously bore the master-hand imprint of Lubitsch, and which has already provoked so many fine reactions in several parts of the world.

Right on its heels came a magnificent melodrama from the production unit of Walter Wanger. The film was "Mary Burns, Fugitive," and in it Wanger took that favorite of the Foreign Legion, Sylvia Sidney, and gave her a part so ideally suited to her that she has turned in a performance which will ex-

cite plaudits from the fans in every part of the world. Watch also in this picture the performance of Alan Baxter, a newcomer from New York's stage. He surely shows the promise of greater things to come.

Next in the parade came "So Red the Rose," an emotional hurricane of war, but not the war of the men in the trenches, or on the open battlefield. This is the war that engulfs women behind the lines, women whose love of the homes in which they were born is so great that no danger can compel them to flee. Framed in the dramatic setting

HERE THEY ARE!

Bang!
THE BRIDE COMES HOME

Bang!
SO RED THE ROSE

Bang!
CORONADO

Bang!
MARY BURNS, FUGITIVE

of this picture you will find matchless performances by Margaret Sullavan, Janet Beecher, Walter Connolly, and a glowing piece of dramatic work by Paramount's own graduate, Randolph Scott.

Then "Coronado," a rollicking musical, introducing to the screen a couple of fresh youngsters named Johnny Downs and Betty Burgess. We are sure that you'll like both them and the picture, for the film itself is one of those gay, heart-free creations which fling you out of yourself and into a spirit of gaiety which no human being can reject.

And then, by golly, we come to "The Bride Comes Home." Here's where the superlatives and adjectives have gone on strike. Here, for once, we don't dare let ourselves turn our typewriter keyboard loose, for so merrily would the keys rattle, and the ribbon race, that there'd be smoke, and wherever there's smoke—the Bride Would Probably Not Come Home. But, seriously speaking, here's a Paramount comedy-drama to rave about—and you'll do your raving not only because of the swiftness of the picture itself, but because this production definitely tells us that in Fred MacMurray we have one of the top-line male stars in the business, and in director Wesley Ruggles

(Continued on Page 8)



A VERY IMPORTANT PIECE OF BUSINESS

We at this moment could think of nothing more important than a camera study showing Ernst Lubitsch actually engaged in the physical business of directing a Paramount picture. Here's our proof, the gentleman at the left being Mr. Lubitsch in person. The scene is a verandah set of "Desire," the two stars of the picture, Marlene Dietrich and Gary Cooper, being in the centre of the group. The complacent gentleman with the pipe is Frank Borzage, the quietest and one of the most efficient directors in all of Hollywood. But our earnest consideration for the moment is the fact that we are able to show you Mr. Lubitsch actually directing a picture.

LONDON NOTES (Continued)

tures of the attack on Aduwa. Reaching London in the middle of a week end when news on the war situation had dried up mysteriously, the pictures were received by the public with tremendous interest. Being the first and only war pictures to reach England, clippings from them received front page publicity in practically all of the national press, liberal acknowledgments being made to Paramount News in every case.

The Loss Is All Your's If You're Not Thrilled

"THE HONOR OF THE LEGION"

By P. I. Corp

CHAPTER IV "The Graham Menace"

For one nerve-halting moment the calm urbanity of Buenos Aires was shattered: even the grim threat of the International Committee of the Other Thirteen was backgrounded for a study of the new individual threat which had come out of the clear pampas sky. The threat was triple-initialled J. C. G., the last letter of which stood for "Graham," and even the Gauchos were awed by the thought that here was the name of a previous winner plunging at them from across the ocean, soaring upwards through day and night, past fifth, fourth and third places to take next ranking with them in that coveted position of Second Place. But the awe did not last for long, even though the menace remained.

Gaucha Leader John B. Nathan snapped the spell with a desk thump. Actually it is our contention that there should be more properly-timed desk thumps than there are and less of other measures which have proven to be less effective. This was a darned good desk thump, and with it Gaucha Nathan told the world: "We don't care if the Bulldog Division is in Second Place! Somebody had to be there, and if you've gone and allowed the spot to be taken by England, then that's your business. We defy each and every one of you to take the leading spot away from us."

At that moment there was a slight commotion in the ranks of his Buenos Aires listeners. "What is it?" asked Senor Nathan, halting his own speech into the microphone, and placing his hand over the diaphragm so that his remarks would stay off the air. Gerente Sigfredo Bauer stepped forward, saying: "The Gauchos want me to go on the air after you have finished and tell the world why we think that the best course they should pursue is to attempt to take second place away from England, first place being so irrevocably ours."

Leader Nathan's gesture was typical of him: "You can step right up here now and have my time on the air," he said.

Gerente Bauer was not slow in accepting. It seems that he had a mind and a heart full of things that he wanted to say, and the microphone fairly trembled under the onslaught of his vibrant declamations. Even his nearby auditors blanched and paled before the mighty rush of his verbal passion, and if there was a Legionnaire in the farflung realm of Paramount who did not quail before the punch-packed oratory of the aroused Argentine, then that Legionnaire was surely John Cecil Graham.

For true to the tradition of the

imperturbable British, the Leader of the Bulldog Division stood ground unflinchingly, took in everything that the passionate Gaucha executive had to say, and was ready at the instant with a repercussionate reply that must surely have trembled the loud-speakers of the Argentine home office.

"You say that you Gauchos have the Manifestation of Honor all tied up and slung across the ponchos of your saddles!" roared the Paramount spokesman of Great Britain. "You say that while the Bulldog Division can legally constitute itself a menace to your leadership by virtue of having progressed through several places to its present high niche of Second. Well, we are telling you through our own B.B.C. microphones that your reasoning is rather zig-zagged; that no race is over until it is won, and that if you have got your Hands Across the Table ready to grab the winning ticket, you'd better watch out that some overlooked object doesn't suddenly fall down and do some finger-whittling."

With that profoundly moving piece of philosophy reverberating in their ears, the listeners at the Crossroads of the World tuned out on the Graham-Nathan controversy in order to hear what the rest of the Paramount World was thinking about. The wave-length of the station of the International Committee of the Other Thirteen



Sigfredo Bauer, Gerente of the Gaucha Division, thunders the challenge of his Division across the world. So mighty is his voice and so powerful his threat that even his listeners blanch.

having moved from that of 9878 feet ("Cleopatra") to that of "The Crusades" (10,543 feet), the electro-magnetic vibrations of Messrs. Klarsfeld, Messeri, Kennebeck, York, Cochrane, Pratchett, Schaefer, Aboaf, Sussman, Ballance, Day and Villar were soon picked up. It was quite evident that there was a more than average apprehension over the respective standings of Nathan and Graham, and measures were discussed for taking care of the matter.

However, it is interesting to

note that the apprehension felt by the others was not because Nathan and Graham happen to be in the leading spots, but because two fellows should spend so much time wrangling over matters which were actually so temporary, since it was felt by all of the Members of the Committee that the usurping of the First and Second places by members other than Nathan and Graham would be speedily effected before the year came to an end. It was therefore a matter of great pity on the part of the Members that these two otherwise very fine chaps should be concerned over things which would no longer be their property at Year's End, namely First and Second place.

"I'm for cutting in on their conversation and telling them so," said one of the more gentle-hearted members.

"How much thanks do you think you'd get?" said another who once had been kicked in the pants by an ungrateful horse.

A third, and very practical, Member then up and spoke: "I am of the opinion that the best course for us to pursue is to go ahead in a businesslike fashion and prove the force of our own words."

"You mean that we should prove to the world that we're not going to let either Argentina or England run away with that prized position?" added a fourth member, who probably owned a horse similar to that of the third Member, but who had never presented his pants to the horses' hoofs.

"Exactly!" said the Counsellor of the meeting.

(Next month we will learn how effectively his counsel was followed.)

NEW YORK CRITICS THUNDERED THEIR PRAISES OF "HANDS ACROSS THE TABLE"

The first completely Lubitsch-produced picture, "Hands Across the Table," has certainly whipped the New York critics into a fine frenzy of exultation. They all agree that if this is the type of product that Mr. Lubitsch can be responsible for, from the time of selection of the story right through to the finished negative, then Paramount certainly has some marvelous times ahead. And now for the highlights of the reviews:

Daily Mirror: It is so skillfully adapted, so gayly directed, so well played and so bright with jaunty dialogue, that it becomes an exhilarating light comedy.

The Sun: "Hands Across the Table" is the first production planned, in its entirety, and completed since Ernst Lubitsch took charge of the Paramount Studios. If this is a fair sample, Mr. Lubitsch's regime promises well for the Paramount Studio. "Hands Across the Table," unpretentious and likeable, has an appealing freshness about it. . . . "Hands Across the Table" is a happy, amusing piece. Mr. Lubitsch had better continue to stick around.

New York American: Light and joyous comedy, moving swiftly, surely from laugh to laugh, and played with skill and vigor by a capital cast, the picture at the Paramount is fast and furious film fun, with no bare spots in its rich entertainment.

New York Journal: It's "Hands Across the Table," which offers Carole Lombard and Fred MacMurray in a gay and thoroughly amusing piece of entertainment. . . You'll enjoy it!

New York Times: An uproariously funny romantic comedy, the film called "Hands Across the Table" should become one of the best-liked entertainments of the year. . . In the shrewd perfection of its timing and the whip-like crackle of his humor, the work constantly suggests the Lubitsch touch.

Daily News: There's a diverting comedy at the Paramount. . . Mitchell Leisen, who directed the picture, has given it a snap and smartness that makes the picture an amusing and thoroughly entertaining item.

GRAHAM DISPLACES CHILE'S VILLAR TO TAKE SECOND

THE COUNTRIES

Once again it is a distinct pleasure to record some meritorious advances, and especially to call attention to the fact that six countries still tower above quota. Then we note the irrepressible Cubans up to 4th from their 5th place of last month. Australasia we note advancing to 9th from 10th, and then there is Austria up to 16th from 22nd. Her neighbor, Hungary, has reached 17th from 21st, and Jugo-Slavia has gone to 22nd from 26th, a good swoop forward of four places. We note also, with satisfaction, that the Viking juggernaut is finally on the go, Sweden going all the way from 31st to 24th.

It will be noted that there are 31 countries listed this month against 32 last. The absentee is Mexico, for which there is an explanation elsewhere on this page.

This Month	Last Month
1. Uruguay	1.
2. Argentine	2.
3. Colombia	3.
4. Cuba	5.
5. Chile	4.
6. Great Britain	6.
7. Puerto Rico	7.
8. Panama	8.
9. Australasia	10.
10. Peru	9.
11. Poland	14.
12. Brazil	11.
13. Guatemala	12.
14. Denmark	13.
15. Norway	16.
16. Austria	22.
17. Hungary	21.
18. China	19.
19. Japan	18.
20. India	17.
21. Holland	20.
22. Jugo Slavia	26.
23. Czecho-Slovakia	24.
24. Sweden	31.
25. Philippines	23.
26. Italy	25.
27. Spain-Portugal	28.
28. Germany	29.
29. Roumania	27.
30. France	30.
31. Finland	32.

RANDOLPH SCOTT GETS NEW CONTRACT

Randolph Scott, the handsome Southerner whom Paramount took out of Westerns and started on his way to stardom, has had his contract extended and will remain under the Paramount banner. Scott has just completed the leading male role opposite Margaret Sullavan in "So Red the Rose," which has just been released. His next for Paramount is expected to be in "The Copperhead."

Mightiest advance among the Divisions is that made by York, who has moved from that foundation spot of fourteenth to a neat and nimble ninth. (He must have really meant it when he said he'd finish among the leaders!) Then there's the Graham advance from third to second, the Kennebeck forward-notching of a peg from sixth to fifth, Ballance's whittling down of places from eighth to seventh, and Aboaf's forward step to tenth from eleventh.

Does it take any more than our black-face type to tell you that both Nathan and Graham are over quota! So saying, here are the figures:

This Month	Last Month
1. Nathan	1.
2. Graham	3.
3. Villar	2.
4. Sussman	4.
5. Kennebeck	6.
6. Day	7.
7. Ballance	8.
8. Cochrane	9.
9. York	14.
10. Aboaf	11.
11. Schaefer	10.
12. Messeri	12.
13. Klarsfeld	13.

SPECIAL NOTE

It will be promptly observed that there are now only 13 Divisions listed instead of 14 heretofore. The absentee is Legionnaire A. L. Pratchett's Division, composed of Mexico and Cuba. Due to certain business conditions over which we have no control, it is impossible to list Mexico's achievements, although we hasten to add that the condition is confidently expected to be a temporary one. However, Cuba is still actively in business, and inasmuch as Mr. Rapoport's territory is still over quota, we are listing Cuba as a country, with a special mention of their achievements to be found in another section.

"MARY BURNS, FUGITIVE" IS MELODRAMA DE-LUXE

The New York film critics certainly hurtled over skyscrapers in their editorial glee at Sylvia Sidney's newest picture. Such encomiums of praise were manifest on the occasion of the premiere that we could not help but give you the highspots.

N. Y. AMERICAN: "It is far and away the most exciting entertainment of its genre to reach recent screens, and will remain in vivid memory as one of the season's sensations."

N. Y. EVENING JOURNAL: "A suspenseful and smoothly devised melodrama... There's plenty of action in this piece."

N. Y. HERALD TRIBUNE: "An exceptionally good cinema melodrama, shrewdly conceived, sagely produced and expertly acted is now on display at the Paramount Theatre.... The film, thanks to William K. Howard's credible direction and Miss Sylvia Sidney's touching performance, is authentic in its manner. There is a surprising air of reality to the proceedings."

DAILY NEWS: "Miss Sidney comes through with a fine performance.... William K. Howard keeps his story moving at a fast pace."

N. Y. SUN: "This is exciting, swiftly paced entertainment. Sylvia Sidney, who made her first hits in 'Crime' and 'Ladies of the Big House' is back in her old stride. She looks

happier, fresher and more childishly youthful than the screen has ever seen her, and her performance of the frightened, bewildered runaway is certainly her best since she reached stardom.... This is the sort of stuff which made silent pictures popular, plenty of action, straight-forward narration, and direction which wastes no time on details and exposition.... Dialogue is cut to a minimum, a shrewd move for this type of film."

N. Y. WORLD TELEGRAM: "No matter how many other underworld pictures may have preceded it, the new one at the Paramount is as good as any of them and better than most.... Here is an exciting melodrama played with unerring skill by its entire cast, and notably by Miss Sidney, and directed with a sure, silken touch."

DAILY MIRROR: "Sylvia Sidney performs so brilliantly, her beauty is so gentle, her voice so melodious, that Mary becomes an infinitely touching little figure. Her tribulations are melodramatic and exciting. She is handsomely supported."



JAN AND MARTHA

Far far from Europe and the scenes of so many of their film triumphs, Jan Kiepura and Martha Eggerth meet again on the sunny sands of California. Jan's voice is here raised in song, as it is many, many times in his Paramount film, "Give Us This Night," and Martha listens in rapt admiration. The scene of this little interlude is Laguna Beach, where most of the exteriors of the picture are being filmed.

GREAT PARAMOUNT PRODUCTION BOOM

A total of 25 stars and featured players have been notified to report for work at Paramount and Walter Wanger studios within the next two weeks.

The number does not include those not already at work or in the casts of the films now editing under the new production program which Ernst Lubitsch, managing director of production has in full swing from script to screen.

Those due to work and their pictures at Paramount are as follows:

Fred MacMurray and Gail Patrick in "13 Hours by Air."

Eleanore Whitney, Virginia Weidler, David Holt and Samuel S. Hinds in "Timothy's Quest."

Kent Taylor, Rosalind Keith and George Barbier in "Preview."

Murray McLean and Robert Fiske in a thriller based on the air adventures of Jimmie Allen.

Jack Haley and William Frawley in "F Man."

Larry Crabbe and Glenn Erickson in "Desert Gold."

Marlene Dietrich, Charles Boyer and Akim Tamiroff in "Invitation to Happiness."

Joan Bennett, Spencer Tracy and Ricardo Cortez in "Big Brown Eyes."

Henry Fonda, Ida Lupino and Sir Guy Standing in "Palm Springs."

"THE CRUSADES" STILL ONE OF THE WORLD'S GREATEST THRILLS!



The Ralladium Theatre in Gothenburg, Sweden, on the occasion of the premiere of "The Crusades."



COPENHAGEN'S "CIRKUS"

Last month we chronicled the whacking big success achieved by DeMille's "The Crusades" at the Cirkus Theatre, Copenhagen. Above we show you the exterior of this famous Danish theatre, with a display that was as sensational as the film itself. Note the very unusual shape of the house, actually like a circus.



JAPAN'S FINE POSTER

Here's a smashing one-sheet poster from Japan, and how we wish that we were printing in color in order to do justice to this "Crusades" announcement. Our sincere congratulations to the artist and the advertising genius in our Tokyo office who designed the sheet.

The French Division has done magnificently by the great DeMille picture! Here, for instance, is a reproduction of the full-page trade paper advertisement giving excerpts from the most famous of the film critics' comments on the picture. It is one of the most unusual and most impressive advertisements ever to appear in France and brought a lot of well-merited plaudits to the advertising department that created it. And that wasn't all, for you will recall that last month we had many reproductions of the great work done on the Paramount Theatre in Paris, where the picture played to such enormous success, and where Director General Andre Ullmann provided such

inspiration for "The Crusades" that the success was duplicated in many other parts of France, and also in Belgium. Probably the most effective phase of the work done by the French Division for "The Crusades" was its comprehensiveness. The theatre was magnificently invested with the true atmosphere of the film's theme, the publicity campaign was far-reaching in scope, and as for the attitude of the press, well, just translate the headline and the concluding caption of the above advertisement and you all there is to say.

That brings us automatically to that most punchful, resourceful and inspirational publication, "La Paramount Francaise," whose reappearance is so gleefully hailed by the French Paramounteers. The November issue got to our desk just as we were starting on the final hop to the printer with this issue, so we hastily ripped out a couple of other stories in order to tell all the world that this November issue is dedicated to "The Crusades," but in a way that leads to the belief that beating the French Division with results on this picture is going to be as hard as—well, let's say as hard as dislodging the Gauchon Division from the lead in the "Manifestation of Honor" Contest. (Of course, it's not for us to say whether or not they'll be hard to dislodge; in manifesting the foregoing sentiment we are merely quoting the spokesman of the Gauchon Division).

But in any event, the issue of "La Paramount Francaise" does bespeak a roaring enthusiasm for "The Crusades" within the French Division, and we know that they are going to do a rip-snorting business with this really great film.

"THE CRUSADES" SEASON BEGUN IN AUSTRALIA

We have just been informed of the opening of "The Crusades" at the Prince Edward Theatre, Sydney, and the Capitol Theatre, Melbourne. So watch for some tall exploitation stories next month.



ROUMANIA NOW USING "CRUSADES" POSTMARK

The use of the overprint postmark for the announcing of a great Paramount picture, or group of pictures or stars, has spread to Roumania. We have received several envelopes from Mr. Palugay's office in Bucarest, each with a large shield-shaped announcement telling that "The Crusades" is the most important film in the realm of the modern cinema.

CHINA ACCLAIMS "THE CRUSADES"

The illustration for this story is over on the Exploitation page, which is Page Eleven. It is the story of the tremendous campaign given the DeMille picture at the Grand Theatre, Shanghai, China, and you will readily see from the illustrations that a grand job was done on the theatre by Managing Director R. K. Butler, head of United Theatres Company, which operates the Grand; and Manager H. Somleitner of the Grand.

In addition, ten thousand special booklets on the picture were printed for distribution, and many ingenious throwaways were also devised.

We are seeing that this pictorial and printed evidence of the campaign in Shanghai reaches the studio, and through that medium, the producer of the picture, Mr. DeMille. We think it's that good!

WHERE "THE CRUSADES" TOOK PARIS BY STORM

We supplement our illustrated story of last week, dealing with the premiere of "The Crusades" at Le Paramount, Paris, with this excellent night shot of the exterior of the house. Andre Ullmann, and his aide, Rene Lebreton, certainly did a magnificent job of putting the theatre into the real spirit of the film's atmosphere, and also in inspiring the story at the left.



VAST CROWDS THRONGED TO "CRUSADES" IN STOCKHOLM

By this time the exterior of the China Theatre in Stockholm must be very familiar to you. We present here with the crowd outside the famous Swedish house on the occasion of the premiere of "The Crusades."



THE PARADE OF PARAMOUNT PUBLICATIONS

We never tire of reporting on the grand galaxy of Paramount house organs and trade publications which constantly reach our desk.

"Paramount Service" of London is a prime favorite, and no week is complete without its colorful appearance in Home Office.

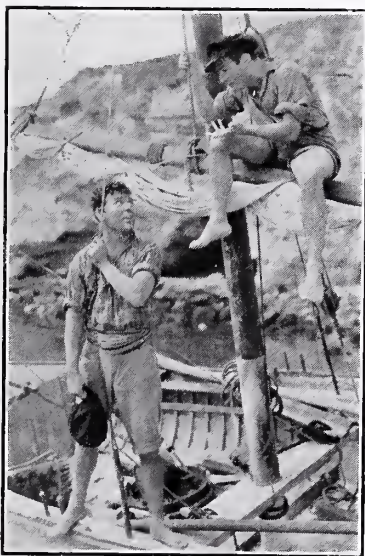
Roumania's own "Gazeta Paramount" grows more interesting with every issue. There's a whacking fine issue of six mighty pages for October, and plenty of its space is devoted to the magnificence of "The Crusades."

Australia's "Paramount Sales Punch" is going in heavily for "The Crusades" these days, seeing that the picture's major release in that part of the world was imminent at the time the issues which have just reached our desk were being prepared. The publication continues to be one of the meatiest of our many fine house organs throughout the world.

And our unfailing good friend, "Doradca Filmowy" of Poland, has shown up again with two splendid issues, one devoted chiefly to "Annapolis Farewell," and the other to Jan Kiepura. But at the same time we are compelled in grief to print the sad news of the passing of Wacław Mierzanowski, a loyal Paramounteer of Poland, and a very fine member of the staff. It is very evident from the news in "Doradca Filmowy" that the loss to the Polish organization was a very heavy one.

There came to hand also a swell issue of Jugo-Slavia's "Paramountov glasnik," with some of the most elaborate ballyhoo on behalf of "The Crusades" we have seen to date.

Also, a thundering issue of Spain's "El Matador" came to hand, and is further evidence of the Matador Division's unquenchable spirit.



JAN IN THE RIGGING

Believe it or not, but the fellow in the fishing smack's rigging is none other than the international tenor, Jan Kiepura. The scene is as actual incident from "Give Us This Night," in which Jan plays first of all a singing fisherman from Italy's sunshine shore, and then an opera star. Gladys Swarthout co-stars with him, but the other fellow in this scene is Benny Baker, a Paramount comic getting his first real chance.

PERSONAL ITEMS

A WALLOPING RETORT FROM CUBA'S ISLE

Our infamous "Get-Nathan-At-All-Cost" campaign is certainly bearing fruit in a most smack-in-the-eye fashion. Reports are beginning to sweep in from all corners of the globe, and pretty soon the J-B-N Gauchos will be in a corresponding position to the circus guy who puts his head through a canvas opening and dodges the fast-hurled cocoanuts. As a typical instance of the missiles being hurled Nathanwards, we quote you without benefit of bluepencil this slashing communication from Cuba's own Jasper D. Rapoport:

I just received the November 1st issue of the Paramount International News and was particularly pleased to see that John Nathan is still leading the world. In fact, I was very pleased to see Firpo knocking the living hell out of Dempsey but I was pleased even more to see Mr. Firpo knocked out after putting up a really splendid fight. There are no hard feelings mind you, but 18 "Cubanos" made up their minds that neither little Uruguay nor the "scourge of the pampas," et al, will take any honors away from "la Perla de las Antillas."

I know that the proof is in the eating, but remember that Paramount Week is coming up this month and the biggest line-up of releases we have had in many a month are all set. The 100% cooperation of some 150 fighting exhibitors is all we need down here to make November the record month of the year. After that, you won't need any key on page 7 to figure out why C-h-a-r-r-i-p-e-t spells out Pratchett—in English and in Spanish.

NEWCOMER TO COAST OUT-POST OF FOREIGN LEGION

"Paramount International News" is happy to welcome to the ranks of Paramount's Foreign Legion Miss Janet Brearley, who has joined Mr. Luraschi's staff in Hollywood. We sincerely trust that she will find the work as interesting as we do.

We also wish to take this opportunity of again paying tribute to the splendid work on behalf of Paramount's Foreign Legion done by Mr. Luraschi and his very able assistant, Miss Carol Stroud. Their studio liaison work for Paramount's far-flung Legion is well-nigh invaluable.

LUNCHEON TRIBUTE TO AARON PINES

His legion of Home Office friends and associates tendered Aaron Pines a send-off luncheon at the Hotel Astor on November 20th. Aaron sailed the following day for Cristobal, and eventual assignment to the post of representative of Paramount in Caracas, Venezuela.

George Weltner, in the absence of Mr. Hicks, headed the luncheon table and in a neat speech paid fine tribute to Aaron's splendid application to his work in Home Office, to his far-sightedness in studying law so well as to pass his Bar examinations, and also to his manifest loyalty to Paramount.

The guest of honor in turn spoke from the heart regarding his emotions where Paramount is concerned,

GORDON SELFRIDGE, GREAT LONDON MERCHANT, SEES HOW PARAMOUNT PICTURES ARE MADE



One of the most interested visitors at the Paramount Studio in Hollywood in many a long moon was J. Gordon Selfridge, the American-born department store owner who has built in London a gigantic and enduring commercial edifice—Selfridge's.

It has long been the desire of this great merchant to see how pictures are made in California, and he chose the Paramount studio for this education.

We show him above as guest of honor in the Paramount restaurant, and with him, reading from left to right, are: Melville A. Shauer, producer; Marcelle Rogez, French film star; Harold Lloyd, Mr. Selfridge, Wendy Barrie, Cary Grant, Vicomtesse de Sibour (Mr. Selfridge's daughter) and Jack Votion, head of Paramount talent.

MANAGER OF BRAZIL

When next our list of Paramount addresses is published (it comes out three times a year), the name of Tibor Rombauer will be found inscribed as "Manager of Brazil."

This is a very fine tribute to a sterling Paramount worker over a period of many years, and we add our congratulations to those of the rest of the world to this high compliment paid Mr. Rombauer.

and in one of the most revealingly sincere speeches that we have listened to in many a long month told of how he views this very fine opportunity which has been presented to him.

Eugene J. Zukor, on behalf of the friends assembled, presented Aaron with a set of golf clubs, which it is expected will help him to dig in in Venezuela.

The new representative has gone to his post with the most cordial good wishes of his friends for his success ringing in his ears.



Mr. Selfridge comes up to see Mae West on the "Klondike Lon" set. Mae again reiterated her desire to 'come up and see' London some time, soon.

NEIL F. AGNEW APPOINTED VICE-PRESIDENT. G. J. SCHAEFER RESIGNS

George J. Schaefer resigned November 26th as Vice-President of Paramount Pictures Inc., John E. Otterson has announced.

Neil Agnew, who has been Mr. Schaefer's right-hand man in the Paramount Sales Department, has been appointed as Mr. Schaefer's successor and was elected a Vice-President of Paramount Pictures Inc.

Mr. Agnew started as a member of the Paramount sales organization in 1920. He served as branch manager at Milwaukee and Chicago and later was made district manager. In 1933 he was promoted to the post of New York Division Manager in charge of the western sales territory and assistant sales manager under Mr. Schaefer. For the past 18 months he has filled the post of Sales Manager for Paramount.

There has been some discussion recently of the possibility of Mr. Schaefer's taking a partnership interest in the Paramount Theatres in the Minnesota District. It is announced that such plans are no longer in mind.

PRODUCTION NOTES

Gertrude Michael and George Murphy have the leads in Paramount's production of "Woman Trap." Others in the cast are Dean Jagger, Akim Tamiroff and Roscoe Karns.

W. C. Fields has now sufficiently recovered from his recent almost-fatal illness to be at the Paramount Studio preparing for his role in the lead of "Poppy."

In order to be able to finish work on "Give Us This Night," in which she is co-starred with Jan Kiepura, Gladys Swarthout has been given an extension of the date on which she is to report to the Metropolitan Opera Company. This is the first occasion on which such a permission has been granted.

New production-executive contracts have been handed out at the Paramount studio to William LeBaron and Ray McCarey. The latter received a long-term contract for directing "Millions In the Air," which film is a fine musicalization of the Amateur Hour idea.

Mae West is going to stick to Paramount Pictures and has no intention of going on the New York stage. She made this announcement on the "Klondike Lou" set to silence rumors that she plans to do a "legit." play.

John Van Druten, internationally known playwright, is at work on

PRODUCTION NEWS



KLONDIKE LOU "AT HOME" ON SECOND TUESDAY EACH MONTH

"Klondike Lou" (nee Miss Mae West) greets a couple of busy Hollywood film men—Paramount producer Walter Wanger, at her left elbow; and George Raft. The gentleman at the other side of the picture is Raoul Walsh, director of the production, "Klondike Lou." Mr. Walsh lost the sight of his right eye in an automobile accident a few years ago.

LOMBARD'S NEXT

Carole Lombard will next make "Imported From Paris," which deals with the profession of 'fashion spy' in the great ateliers of fashionable Paris. (Personally, we would have liked to see retained the original title of "Fashion Spy.") The story deals with the activities of a girl fashion scout who uses amazing methods, daring and coolness in her profession of stealing styles in Paris.

Like "Hands Across the Table," this picture will be supervised from the story-purchase to negative-completion by Ernst Lubitsch. The producer of the picture will be Arthur Hornblow, Jr.



"SOAK THE RICH"

At the right is "He who was soaked" (Walter Connolly), at the left is the 'soaker' (John Howard), and in the centre is Mary Taylor, the reason for it all. The scene is from the Hecht-MacArthur production, for Paramount release, "Soak the Rich." It was filmed in the Long Island Studio.

the script of Marlene Dietrich's new picture, "Invitation to Happiness." The star will have the support of Charles Boyer in this film.

Lewis Milestone is definitely set to direct "Invitation to Happiness," the production being set back a couple of weeks in order to allow Milestone to complete his work on "Anything Goes."

"Tortilla Flat," a colorful book by John Steinbeck, has been bought by Paramount. It is the story of the colorful and strange colony of Paisano inhabitants, believed to be the oldest dwellers in California, who live near Monterey. They are a mixture of Mexican, Indian and Spanish.

IDA'S NEW CONTRACT

Because of the excellence of her work in "Anything Goes," Paramount has given Ida Lupino a new year's contract.

THE PRODUCT IS COMING

(Continued from Page 3)
we have just about the ace director of this jolly sort of film.

And then there has been a right merry confection bearing the title of "Millions in the Air." This is Paramount's interpretation of the great appeal manifest in the radio idea of Amateur Programs and has been worked out in a spirit of real entertainment. It brings another side to the appeal of John "Annapolis Farewell" Howard, and shows what a sterling performer Wendy Barrie is. It brings tap-tapping to the screen that delightful Eleanore Whitney whom we introduced you to last month, and it reveals what an hilarious comedian Willie Howard is.

So start your whoops and keep 'em going. The films are coming through—and they're dandies! Within the next couple of weeks we'll be seeing "Rose of the Rancho," "It's A Great Life!" "Collegiate" and "Klondike Lou."

Spread the good word, and keep it rippling!

JAPANESE DUBBING NOW

History was made in Home Office during the past week with a screening of the first real Japanese dubbing that we have witnessed. The sample was a reel from the Arthur Hornblow production, "Four Hours to Kill," and for a commencement of a new form of adaptation it was a remarkably fine specimen of work.

Great credit is due Tom Cochrane, J. W. Piper and Yoshihico Tamura for the synchronization of the translation, for the splendid selection of interpretive voices, and for the maintenance of the picture's dramatic tempo.



MAGNIFICENT SETTING FOR FIRST KIEPURA FILM

This magnificent reproduction of a Neapolitan fishing village, erected on the shores of California at Laguna, provides the opening scenes for Jan Kiepura's first American-made film for Paramount. From this setting the action moves swiftly to an operatic background, wherein the humble fisher singer becomes an opera star. Gladys Swarthout is the star's leading woman and is a radiantly and musically beautiful foil for the great Continental singer. The songs in "Give Us This Night" are being recorded in Spanish, French and Italian, and the picture will be a 1936 highlight.



REAL OPERA STARS

Gladys Swarthout greets Tito Schipa on the set of "The Rose of the Rancho" and together they reminisce over days at the Metropolitan Opera Company. John Boles (left) listens with great interest. He might have made the stage at the Metropolitan Opera House if the films hadn't grabbed him first and kept him.



PEGGY CONKLIN

One of the brightest of the Walter Wanger contract players, now starring in the Paramount-Wanger release, "Her Master's Voice." Miss Conklin hails from Broadway, as did also the play from which the picture is being made. Supporting her in the film are Edward Everett Horton and Laura Hope Crews.

CUBA'S BOOK OF NEW PRODUCT

The 1936 announcement books are still rolling off the presses of the world and spreading to exhibitors everywhere the glad tidings that the coming year is going to be a great year for Paramount achievements. Newest of the parade is a swell gold-sheathed book from Jasper D. Rapoport's Cuban territory, a grand climax to the great new season that he launched with his Paramount Week of November 15th.

"THE SCOUNDREL" WINS BELGIAN FILM AWARD

The Hecht - MacArthur - Paramount-Coward release, "The Scoundrel," was awarded a medal for the best scenario at the recent Belgian Cinematograph Exhibition held at Brussels.

THE WORLD'S NEWS CONDENSED SO THAT ALL MAY READ

NOTICIAS MENSAES DA PARAMOUNT

Ao escrevermos estas linhas, achase na Europa Mr. Hicks, que faz agora a sua visita annual á França, Alemanha e Inglaterra, na ordem em que aqui vão. Mr. Hicks saberá transmitir aos paramountezes europeus as esplendidas noticias vindas do nosso estúdio, sobre a nossa nova produção, noticias que hão de encher a todos do mais justo contentamento.

—Com relação á nossa *Manifestation of Honor*, parece evidente que a John B. Nathan, chefe dos Gauchos Argentinos caberá o logar de preeminencia no nosso concurso internacional. Pelo menos até agora a sua posição é invejavel e a menos que surja dahi algum contendor deveras potente, elle continuará na dianteira.

—Duas grandes produções acabam de ser exhibidas na sala de projecção do estúdio, causando a todos os presentes grande satisfação. São ellas "Desejo," com Marlene Dietrich e Gary Cooper, e "Rose of the Rancho," na qual estreia Gladys Swarthout, que tem John Boles por galan. Esperamos ver muito brevemente estes dois filmes, em Nova York, de manciara que no proximo mez delles já poderemos falar aos nossos amigos.

—"Peter Ibbetson" (Sonho Eterno) teve sua estreia no sumptuoso cine-theatro da Radio City, tendo recebido esplendidos comentarios da critica periodica, da qual destacamos os trechos que damos á estampa em outra parte desta revista.

—Outro filme muito bem recebido e verdadeiramente esplendido, tanto pelo argumento como pela caprichada interpretação, é "Mary Burns, Fugitive" (A Fugitiva), que corre na tela

(Continued on Page 12)

LES NOUVELLES DU MOIS A PARAMOUNT

Au moment où nous écrivons ces lignes, M. Hicks est en Europe pour sa visite d'inspection semi-annuelle en France, en Allemagne et en Angleterre, successivement. Il a emporté avec lui toutes les informations disponibles sur tous les films qui sont en voie d'exécution, informations qui sont tellement prometteuses qu'elles ne manqueront pas de provoquer chez les Paramountais européens un formidable enthousiasme.

En ce qui concerne la "Manifestation d'Honneur," on voit au premier coup d'oeil que M. John B. Nathan et ses Gauchos Paramontais de l'Argentine, sont toujours en tête de liste. Ils ont été à l'avant-garde depuis le début, et à moins que ceux qui les ont menacés verbalement en viennent aux faits bientôt, il resteront en tête jusqu'à la fin.

Deux films Paramount de première valeur viennent d'être terminés dans nos studios de Hollywood. Ce sont: "Desire" de Marlene Dietrich avec Gary Cooper; et "Rose of the Rancho," dont Gladys Swarthout et John Boles sont les étoiles. Nous comptons voir ces productions à peu près au moment où notre publication ira sous presse. Aussi vous pouvez vous attendre à une explosion d'enthousiasme dans notre prochain numéro.

"Peter Ibbetson" termine une saison de succès au Radio City Music Hall cette semaine. Le film a provoqué des critiques enthousiastes dans la presse comme vous pourrez le voir par des extraits

(Continued on Page 12)

NOTIZIE DEL MESE

Mentre queste notizie sono scritte, Mr. Hicks si trova in Europa per il suo viaggio semiannuale di ispezione. Visita la Francia, la Germania e l'Inghilterra, nell'ordine in cui sono menzionate. Egli ha portato con se tutte le informazioni possibili sulle nuove cinematografie della Paramount, che stanno per essere completate e che non mancheranno di destare il più grande entusiasmo fra i seguaci della Paramount in Europa.

In quanto alla "Manifestazione d'Onore," bisogna subito dire che John B. Nathan e i suoi Gauchos della Paramount in Argentina sono ancora alla testa della gara. Egli vi è stato fin dall'inizio e, se coloro che si sono proposti di superarlo non si decidono a farlo al più presto, starà al primo posto sino alla fine.

Due cinematografie molto importanti della Paramount sono state completate nello Studio di Hollywood. Esse sono "Desiderio" (Desire) di Marlene Dietrich, nella quale ella ha per primo attore Gary Cooper e "Rosa del Rancho" (Rose of the Rancho), nella quale Gladys Swarthout e John Boles assolvono ai ruoli principali. Noi ci attendiamo di vedere entrambe le cinematografie contemporaneamente alla pubblicazione di questo numero. E potete stare sicuri che nel mese prossimo leggerete l'espressione del nostro entusiasmo in queste colonne.

"Peter Ibbetson" ha completato una assai fortunata stagione alla Radio City Musci Hall. Questa cinematografia ha sollevato immenso entusiasmo sia nel pubblico che tra i critici della stampa, come potete rilevare dagli stralci pubblicati altrove

(Continued on Page 12)

PARAMOUNT-NEUGKEITEN DES MONATS

Während diese Ausgabe zur Presse geht, befindet sich Mr. Hicks auf seiner halbjährlichen europäischen Inspektionsreise. Er wird Frankreich, Deutschland und England bereisen und hat viele besonders wichtige Nachrichten und Daten bezüglich der der Vollendung entgegenstehenden Paramount-Filme mit auf den Weg genommen, die bei den europäischen Paramountlern sicherlich grossen Beifall finden werden.

Man bedarf nicht des geringsten Wissens, um auf den ersten Blick erkennen zu können, dass John Nathan's argentinischen Gauchos nach wie vor an der Spitze des Wettbewerbs stehen. Die Argentinier haben bekanntlich gleich zu Beginn des Wettbewerbs die Führung übernommen, und wenn diejenigen Paramountler, welche sich gegen ihn verschworen haben, nicht bald Beweise sprechen lassen, dann wird Mr. Nathan's Filiale wohl auch bis zum Ende triumphieren.

Im Hollywood Atelier sind soeben zwei wichtige Paramount-Filme fertiggestellt worden und zwar Marlene Dietrich's "Desire," in dem sie sich die Starrolle mit Gary Cooper teilt, und "Rose of the Rancho," mit Gladys Swarthout und John Boles in den Hauptrollen. Beide Filme werden uns höchstwahrscheinlich gezeigt werden, während sich diese Nummer im Druck befindet, und Sie können sich darauf gefasst machen, dass unsere Begeisterung bezüglich dieser Filme im kommenden Monat in diesen Spalten keine Grenzen kennen wird.

"Peter Ibbetson" konnte in der

(Continued on Page 12)



DIETRICH AND COOPER ARE MAGNIFICENT IN "DESIRE"

Here are a bunch of candid-camera glimpses of Marlene Dietrich and Gary Cooper made during the filming of "Desire." It is our own candid-camera opinion that the emotional interest of this

picture comes very close to that displayed by this remarkably well suited couple in their first American film, "Morocco." Excepting, of course that "Desire" is going to be many, many times better.



"PETER IBBETSON" RATES RAVES AT MUSIC HALL

Shown above is the Radio City Music Hall in New York City, its marquee proudly proclaiming the fact that the feature attraction was none other than Paramount's grand and glorious "Peter Ibbetson." Not only did the Music Hall patrons and executives rate the picture highly, but the city's film critics gave it wonderful notices, as you will see from the following excerpts:

N. Y. EVENING POST—"Poignance is in full reign at the Radio City Music Hall and moviegoers with sentimental leanings can 'weep afresh love's long-since-cancelled woe' as they share with Gary Cooper and Ann Harding the tragedy of disrupted love.... 'Peter Ibbetson' has been given the grace of a first-rate production. There is a pastoral beauty in the photography that perfectly matches the period and the theme."

N. Y. WORLD-TELEGRAM—"George DuMaurier's lovely story 'Peter Ibbetson', reached us yesterday in talking picture form in the Radio City Music Hall—in talking picture form that is beautifully played by Ann Harding and Gary Cooper and which recaptures the novel's tender and gently pathetic story in a curiously touching manner."

N. Y. TIMES—"The photoplay possesses a luminous beauty and a sensitive charm that make it attractive and moving. Under Mr. Hathaway's management, Miss Ann Harding, who has been losing prestige lately, gives her finest performance, while Gary Cooper fits into the picture with unexpected success."

N. Y. AMERICAN—"Almost fifteen years ago there was a picture called 'Forever'. In it were Wallace Reid and Elsie Ferguson. And it was directed by George Fitzmaurice. I've never forgotten it. Now at the Music Hall the same drama appears upon the screen under its true title, 'Peter Ibbetson'. The new version of the great love story told in every medium is imaginatively, sometimes stirring, produced, nobly played and superbly photographed. Its inspirational quality remains. Its brave preachment of faith in immortality is again proffered."

N. Y. HERALD TRIBUNE—"The lavender mysticism of George DuMaurier's lyric narrative of dreams and homicide reaches the Radio City Music Hall in a tasteful and handsomely photographed screen version. It is well played by Gary Cooper and Ann Harding."

N. Y. DAILY NEWS—"There's beauty and charm and mystic romance in Paramount's revival of 'Peter Ibbetson' which was shown for the first time yesterday morning at the Radio City Music Hall."

N. Y. DAILY MIRROR—"Exquisitely costumed and mounted, artistically photographed, superbly played by a sensitive and accomplished company, 'Peter Ibbetson' is a beautiful reminder of the quiet days of great romance. It has vast charm and should delight the women, who are active sentimentalists, all of them."

N. Y. EVENING JOURNAL—"George duMaurier's romantic novel, 'Peter Ibbetson' has been artistically transferred to the screen. Its settings, which represent the French and English countryside, are charming. Its idealistic atmosphere is heightened by an interesting musical accompaniment. And its photography is effective."



CAMP WANGER IN THE SIERRA SKIES

If you ever wonder what amount of detail goes into the making of a first-class outdoors picture, just take a glimpse at the massive-ness of this undertaking, perched eight thousand feet in the skies atop the Sierra Nevada Mountains. The unit here depicted is the Paramount-Wanger-Technicolor outfit charged with the job of making "The Trail of the Lonesome Pine" the finest and most entertaining outdoor color film ever to be camera-controlled. In this camp, in addition to the big technical crew, there are dwelling as these lines are written, the important members of the cast: Sylvia Sidney, Fred MacMurray, Henry Fonda, Fred Stone, Nigel Bruce, Robert Barrat and Spanky Macfarland.

HET PARAMOUNT NIEUWS VAN DE MAAND

Bij het schrijven van dit bericht, vertoeft de Heer Hicks in Europa op zijn halfjaarlijkse inspectie reis. Hij zal Frankrijk, Duitsland en Engeland bezoeken in de genoemde volgorde. Hij heeft al het beschikbare nieuws omtrent de te komen Paramount films meegenomen, hetgeen zeer zeker onze Europeesche Paramounters zal verblijden.

Wat de 'Eere Manifestatie' aangaat, is het spoedig te zien, dat John B. Nathan en diens Paramount Gaucho's van Argentinië nog steeds de leiding hebben. Tenzij andere divisies er inleggen met betere manifestaties—ofdevel prestaties—vreezen wij, dat de Heer Nathan voorgoed aan het hoofd van het staatje zal blijven.

In Hollywood zijn pas twee belangrijke Paramount films gereed gekomen. Ten eerste "Desire" met Marlene Dietrich, bijgestaan door Gary Cooper en dan "Rose of the Rancho," met Gladys Swarthout en John Boles. Wij verwachten beide films te zien bij het ter perse gaan dezer editie, zoodat wij U in de Volgende editie nadere bijzonderheden over deze films zullen vermelden.

waarschijnlijk in zeer loftuigende be-woordingen.

Peter Ibbetson heeft een week met enorm succes in het Radio City Music Hall gedraaid. Groot enthousiasme van het publiek en de pers, zooals U elders in dit nummer kunt lezen.

Hiernevens moeten wij vermelden "Mary Burns, Fugitive," een der belangwekkendste en opwindendste melodrama's van de laatste jaren en een groot succes voor het film talent van Walter Wanger, die o.s. ook Shanghai vervaardigde, alsmede "Private Worlds" en "Every Night at Eight."

De omslag van dit nummer stelt de wonderen van de wereld voor, en middenin vindt U het Hoofdkantoor te Buenos Aires, der Gaucho Divisie, als een wereldwonder op zichzelf.

Lewis Milestone is thans definitief aangewezen voor de regie van de volgende film van Marlene Dietrich, getiteld "Invitation to Happiness." Milestone zal U bekend zijn als de regisseur van "Van het Westelijk Front Geen Nieuws" en van andere schlagers. Charles Boyer speelt de mannelijke hoofdrol.

Nu dat Adolphe Menjou hersteld is van zijn langdurige en ernstige ziekte, wordt de productie van Harold Lloyd's "Milky Way" zoo spoedig mogelijk voltooid. Tijdens de ziekte van Menjou was het onmogelijk aan deze film te werken, aangezien de beroemde acteur vereischt was voor een aantal belangrijke scenes.

NOTICIAS DEL MES PARAMOUNT

—Cuando escribimos las presentes líneas el señor Hicks efectúa su viaje semestral a Europa a fin de visitar, en el orden en que se mencionan, a Francia, Alemania e Inglaterra. Lleva consigo el señor Hicks cuanto información había disponible acerca de las películas de la Paramount que se hallan próximas a quedar terminadas, las cuales despertarán seguramente gran entusiasmo entre los paramountistas europeos.

—Don John B. Nathan y sus Gauchos argentinos continúan ocupando el primer puesto en nuestra Campaña de Gloria. Salvo que los contendores que hablan de ganarles la delantera se den prisa a hacerlo, veremos a los Gauchos terminar según empezaron, esto es, a la cabeza de todos los demás.

—Acaba de darse cima en los Estudios de Hollywood a dos importantes películas de la Paramount: "Desco" ("Desire"), en la cual aparecen Marlene Dietrich y Gary Cooper, y "La Rosa del Rancho" ("Rose of the Rancho"), con Gladys Swarthout y John Boles. Nos prometemos ver estas películas en los días en que entre en prensa el presente número, y damos por seguro que hemos de hablar a ustedes de ellas con gran entusiasmo en nuestra próxima edición.

—"Peter Ibbetson" completó esta semana su triunfal exhibición en la pantalla del Radio City Music Hall de Nueva York. Según podrá verse por lo que publicamos en otro lugar, la película ha merecido grandes aplausos de la crítica.

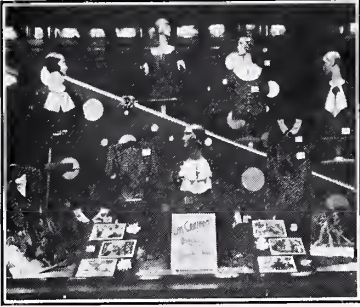
—Otra película igualmente alabada es "Mary Burns, Fugitiva" ("Mary Burns, Fugitive"), que se presenta en el Paramount de Nueva York. Es ciertamente uno de los melodramas más extraordinarios que se han visto en varios años, y constituye nueva presa para Walter Wanger, a cuyo ingenio debe la pantalla producciones

(Continued on Page 12)



DUSSELDORF. Here's an imposing front of an office for you. It comes from one of the foremost centres of Gus. J. Schaefer's territory, namely the city of Dusseldorf, Germany. The manager of this exchange, which so proudly displays the Paramount Trade Mark, is Mr. W. Tillmans. We congratulate him on the effectiveness of the display, and offer challenge to those who say that they have more effective displays. The actual window display is for "The Crusades," and what a magnificent show it is.

EXPLOITATION-DE LUXE DIVIDEND PAYER



THREE GIGANTIC PUBLICITY CAMPAIGNS FROM ARGENTINA

A trio of immense publicity books, each bearing the inspiration of John

B. Nathan and the creation of Guillermo Fox, chief of advertising of the Gaucho Division, have reached New York from Buenos Aires. One was for "The Crusades," another for Carlos Gardel's "Tango Bar," and the third was for the Marlene Dietrich picture. Our hats are off to such splendid work: and the books are on file, either here or in Hollywood, as one of the major reasons why the Gaucho Division is the leader.

We have chosen from the book on "The Crusades" the scene of a shop-window shown above. The window belongs to the famous store known as "Ciudad de Mexico" and gave much of its valuable space to a sign and several important stills from the renowned DeMille picture.

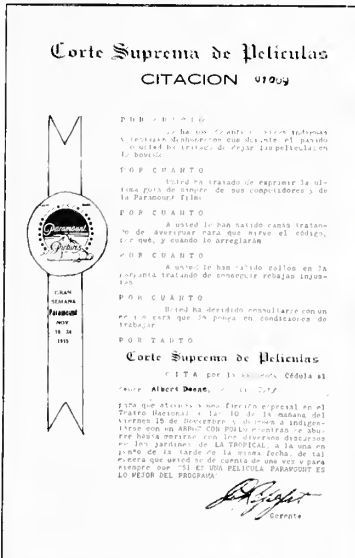


WILCOXON'S PERSONAL APPEARANCE

Henry Wilcoxon, star of De Mille's Paramount production "The Crusades," made a personal appearance in connection with the picture's season at Paramount's Futurist Theatre, Birmingham. He is shown here with Paramount's director of Advertising and Publicity, Frank L. Thomas (on his left) and Manager L. O'Connor of the Futurist (on his right). The star was received tumultuously.

“THE CRUSADES” CONTINUING SUCCESS IN INDIA

A second report on the success of "The Crusades" in India has been forthcoming by cable from General Manager Charles Ballance. He says: "'CRUSADES' ENJOYING SPLENDID RUN ENTERING FOURTH WEEK PATHE THEATRE BOMBAY. EXPECT RECORD BUSINESS FOR NOVEMBER WHICH IS OUR PARAMOUNT MONTH."



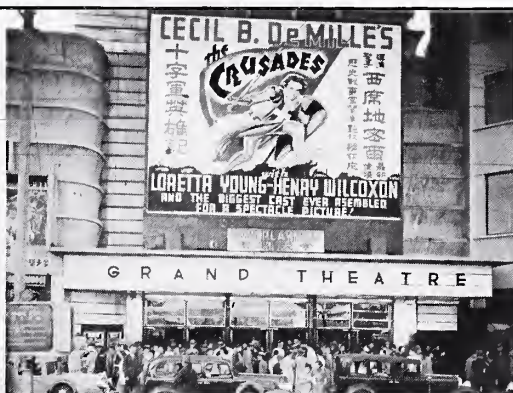
Elsewhere in this issue there is doubtless seeds of news about the remarkably successful Paramount Week put over in Cuba, beginning November 15th, by Manager Jasper D. Rapoport. He set out to eclipse his sensational success with this event last year, and knowing Senor Rapoport as we do, we have every belief that he succeeded. At all events, it is our

Manager Osvaldo Urrutia of Peru has very kindly sent us this reproduction of the lobby of the Princessa Cinema of Lima on the occasion of the presentation there of the Carlos Gardel film, "Tango Bar." Note the fine use which has been made of the favorite musical instrument of the beloved star, the guitar. In keeping the business, and looking forward to the final film made



guitar. In keeping with the Gardel tradition, "Tango Bar" did wonderful business, and Mr. Urrutia advises that the fans of Pern are now looking forward to the Gardel sequence in "The Big Broadcast," the final film made of the great star.

MARVELOUS EXPLOITATION FOR "THE CRUSADES" IN SHANGHAI, CHINA



The full story about this exceptionally fine piece of work is over on the page definitely dedicated to "The Crusades." However, we cannot help but call attention to the truly inspiring front-of-house and lobby display work done by the management of the Grand Theatre, Shanghai. Note particularly the sword, Cross and shield cutouts in the lobby, each one studded with glowing stills from the picture. The store window at the right was the most important window of the most important department store in the most important street of Shanghai and must have been seen by every important resident of the city during the picture's important and very successful run.

NOTICIAS MENSAES

(Continued from Page 9)

do cine Paramount de Nova York esta semana. Sylvia Sydney é a protagonista, admirável no seu papel. "A Fugitiva," que é um tributo ao genio cinematographico de Walter Wanger, rivaliza com "Shanghai," "Mundos Intimos" e "As Oito em Ponto," suas ultimas produções.

—Como ahi se vê, a capa deste mez indica que Buenos Aires, por ser a "base" dos intrepidos "Gauchos," figura entre as grandes maravilhas do mundo moderno.

—Lewis Milestone está definitivamente escalado para dirigir a proxima fita de Marlene Dietrich, "Invitation to Happiness." Milestone, que foi o director de "Sem Novidade no Front" ha de mostrar agora os seus pendoros artisticos. Charles Boyer, o conhecido actor, será o galan de Miss Dietrich.

—Agora que Adolphe Menjou está livre da severa doença que por tantas semanas o privou de trabalhar, poderá continuar a filmação da nova fita de Harold Lloyd "The Milky Way," que breve estará terminada. Enquanto o veterano actor esteve doente ficou a produção paralyzada, visto como a importancia do seu papel não permittia substitui-lo por outro.

LES NOUVELLES DU MOIS

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d'articles publiés dans le présent numéro.

Un autre film qui se couvre d'applaudissements est "Mary Burns, Fugitive" qui attire l'attention au Paramount Theatre. C'est l'un des plus émouvants et des plus inédits mélodrames produits en ces dernières années et qui constitue un témoignage du génie de Walter Wanger, qui a également mis en scène "Shanghai," "Private Worlds" et "Every Night at Eight."

A votre intention, notre couverture vous offre notre bureau à Buenos Aires parce qu'il représente les "Gauchos" et est classé comme une des merveilles du monde civilisé.

Lewis Milestone a été définitivement choisi pour mettre en scène le prochain film Marlene Dietrich, "Invitation to Happiness." C'est Milestone que a exécuté "All Quiet on the Western Front" qui eut un si merveilleux succès. Charles Boyer est le partenaire étoile de Marlene Dietrich dans ce prochain film.

Maintenant qu'Adolphe Menjou s'est remis de sa longue et dangereuse maladie, la production "The Milky Way" d'Harold Lloyd va s'achever rapidement. Tandis que Menjou était malade, il était impossible de finir le film parce que Menjou devait paraître dans plusieurs scènes indispensables. Personne ne pouvait le remplacer.

NOTIZIE DEL MESE

(Continued from Page 9)

in questo numero.

Un'altra cinematografia, che ha avuto magnifiche critiche, è "Mary Burns, The Fugitive," che ha incontrato tanta fortuna al Paramount Theatre. E' il più emozionante e caratteristico melodramma di questi ultimi anni e certamente fa onore al genio creativo di Walter Wanger, che ha pure prodotto "Shanghai," "Private Worlds," e "Every Night at Eight."



Mr. A. Lichtscheindl, district manager at Vienna, has sent us the most enthusiastic evidence possible of the great success of "The Crusades" in that renowned city. We present above five phases of the success, which was spread over the four important Vienna theatres which presented the picture simultaneously. At the top left is an intriguing display at the side of the Tegetthoff Kino. Next to it is the front of the Lux Kino. Then a display at the Florisdorfer Kino. Below at left is the front of the Amalien Kino, with the Doorman dressed as a Crusader; and at the right is another phase of the Tegetthoff Kino's display. It all looks like amazingly powerful work to us, and our congratulations go to those concerned.

NEUIGKEITEN DES MONATS

(Continued from Page 9)

vorigen Woche im Radio City Music Hall einen durchschlagenden Erfolg verzeichnen. Ein Beweis für die Güte dieses Filmes sind die Pressestimmen, welche auf einer anderen Seite dieser Ausgabe zum Abdruck gelangen.

Ein weiterer Paramount-Film, der von der Presse mit ganz grosser Begeisterung aufgenommen wurde, ist "Mary Burns, Fugitive," der im New Yorker Paramount Theater gezeigt wurde. Es ist dieses ein aufregendes und ganz ungewöhnliches Melodrama, wie wir es seit Jahren nicht produziert haben. Wir haben Walter Wanger's Produktionstalent, dem wir ja auch solche Erfolge wie "Shanghai," "Private Worlds" und "Every Night at Eight," zu verdanken haben, dafür den ihm gebührenden Tribut zu zollen.

Haben Sie schon von dem achten

Per vostra informazione, la copertina del numero di questo mese indica che il Capo Ufficio di Buenos Ayres, perche' rappresenta la Divisione dei Gauchos, e' messo assieme alle altre Grandi Meraviglie del Mondo civilizzato.

Lewis Milestone e' stato scelto definitivamente come il direttore della prossima cinematografia di Marlene Dietrich "Invito alla Felicità" ("Invitation to Happiness"). Fu Milestone che segno' un magnifico successo con "Tutto Tranquillo sul Fronte Occidentale" ("All Quiet on the Western Front") e dopo d'allora e' stato sempre fedele a questa superba tradizione. Charles Boyer avra' il principale ruolo maschile accanto a Marlene Dietrich nella prossima cinematografia.

Ora che Adolphe Menjou si e' rimesso dalla sua lunga e grave malattia, la produzione di "La Via Lattea" ("The Milky Way") di Harold Lloyd sara' rapidamente portata a termine. Finche' Menjou era ammalato, non si poteva finire la cinematografia, perche' egli doveva prendere parte a parecchie scene della massima importanza. E non era possibile trovare un degno sostituto.

Weltwunder gehört? Unser Titelblatt zeigt es Ihnen in diesem Monat in Form unserer Filiale in Buenos Aires; hat sie doch mit ihrem Dauererfolg anlässlich des Filialkontests einen Rekord aufgestellt, wie er in den Annalen unserer Filiale einzigartig dasteht.

Lewis Milestone ist endgültig zum Regisseur des neuen Marlene Dietrich-Filmes "Invitation to Happiness," ernannt worden. Milestone hat bekanntlich mit "Im Westen Nichts Neues" einen Weltnamen erungen und inzwischen diverse andere erfolgreiche Filme inszeniert. Charles Boyer ist zum Gegenspieler Marlene Dietrich's ernannt worden.

Nun, da Adolph Menjou sich vollkommen von seiner langen und schweren Krankheit erholt hat, kann der Harold Lloyd Schlager "The Milky Way" endlich beendet werden. Man konnte dieses Lustspiel aus dem einfachen Grunde nicht eher fertigstellen, da Menjou, der bekanntlich während der Inszenierung erkrankte, für einige Hauptszenen benötigt wurde, die dem Film erst den nötigen Schliff geben sollten und es unmöglich war einen Doppelgänger für Menjou aufzutreiben.

NOTICIAS DEL MES

(Continued from Page 10)

como "Shanghai," "Mundos individuales" ("Private Worlds") y "A las ocho en punto" ("Every Night at Eight").

—Nuestra portada pone de relieve que la Oficina de Buenos Aires, por ser el cuartel general de la División de los Gauchos, ha de contarse entre las maravillas del mundo moderno.

—Ha quedado definitivamente resuelto que sea a Lewis Milestone a quien se encomiende la dirección de "Invitation to Happiness," la próxima película de Marlene Dietrich. El señor Milestone fué quien dirigió "Sin novedad en el frente," obra a la cual siguieron otras de mérito muy subido. Marlene Dietrich tendrá como primer actor a Charles Boyer.

—Hallándose ya Adolphe Menjou completamente restablecido de la grave enfermedad que obligó a suspender la filmación de "La Via Láctea" ("The Milky Way") de Harold Lloyd, quedará terminada en breve esta película en varias escenas de la cual es Menjou actor absolutamente insustituible.



We are happy to present the Paramounteers of the Bordeaux, France, Exchange.

In the front row, left to right, are: M. Thomachot, Mme. Laharie, M. Lagneau (Branch Manager), Mlle. Larché and M. Fommarly.

In the second row are MM. Lacombe, Rousseau, Bruchet, Carrère, Mme. Labarrère, M. Cazenave, Mme. Soullignac, M. Sens, Mlle. Rainisio, MM. Desmarthon, Dubourg and Terrasson.

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